Qualified Remodeler

QualifiedRemodeler.com

September 2020

2020 MASTER DESIGN Award Winners

26

QR Outdoors: Small Spaces ▪ 54

Product Trends: Solar ▪ 58

TEEPLE
ELEVATOR
CO.
TRANSIT 150
35
YEARS
AMERICA'S BEST-SELLING*
COMMERCIAL VEHICLES
BUILT
Ford
TOUGH

AS YOU REIMAGINE YOUR BUSINESS, WE'VE GOT YOUR BLUEPRINT FOR SUCCESS.

As the leader in commercial vehicles,* we've helped to build just about everything.
Now, as uncommon times bring unexpected opportunity, let's build a new future for your business.

Computer-generated image shown. Aftermarket equipment shown. *Based on IHS Markit CY1985-2019 US TIPNet Registrations excluding registrations to individuals. TIP Registrations prior to 2010 do not include all GVW 1 and 2 vehicles.

CONTENTS

September 2020

PROJECTS

Photo : 2020 Master Design Award winners

2020 Master Design Awards

The 42nd annual Master Design Awards highlight creative solutions in the construction of extraordinary projects.

Cover Project: Mantis Design + Build, Minneapolis, Minn. (Photo: Paul Linnebach)

Photo: Chris Miller, ImagineImagery.com

***QR* Outdoors: Smaller Spaces**

Your clients can live big in smaller outdoor spaces. This outdoor space by Arch-Interiors Design Group Inc., Beverly Hills, California, is a good case in point.

PRODUCT TRENDS

How to Offer Solar

The knowledge and skill of a specialist firm is required. Here's what you should know.

PROFITS

14 On Your Business
Shawn McCadden, CR, CLC, CAPS
16 NARI Recertification
18 NAHB Remodeler of the Month
74 Top 500 Profile

PRODUCTS

64 What's New
68 Bath
70 Remodelers' Choice

DEPARTMENTS

6 Editor's Note
8 In Brief
12 What's Online
20 Technology
72 Products & Ad Index

facebook.com/QualifiedRemodeler twitter.com/QualifiedRemod tinyurl.com/QRLinkedIn instagram.com/QualifiedRemodeler

SEASONED *to* PERFECTION

WELLBORN
CABINET™

Wellborn Cabinet provides all the essential ingredients needed for spicing up your home! This gorgeous kitchen called for one cup contemporary, two tablespoons rustic charm and a dash of nostalgia. Our Sandia and Modesto door styles stained in Saddle, Shale, and Gauntlet Java are the ideal blend of modern and traditional. Wellborn offers an array of door styles available in various materials, colors and finish techniques. Oh, and don't forget to accessorize! Preparing dinner is easy and fun with innovative add-on accessories like our tiered spice rack, knife block drawer organizer, pullout cutting board and butcher block island. Browse our fresh selection online at www.wellborn.com to find the perfect recipe for your home!

MADE IN THE USA

800.762.4475 | wellborn.com

For more info circle 40

Pandemic Design

Patrick L. O'Toole

AMONG THE GREAT PLEASURES of running *Qualified Remodeler*—as well as its sister publications *Kitchen & Bath Design News* and *Residential Design*—is the front-row seat it affords in viewing truly sensational remodeling solutions delivered by the industry's finest and most thoughtful designers.

Our annual Master Design Awards issue is the result of many months of preparation, beginning in January when the competition opens for submissions through July when our judges make their deliberations. The gold award winners are profiled in our 26-page special section with mention of the silver and bronze winners, which are profiled in full on QualifiedRemodeler.com.

Amid a global pandemic with all of its business tumult, we were stunned to receive our highest number of entries in several years. And we were equally impressed with the high number of entries in categories with very large project budgets. Looking back, however, this should not have been a surprise. The remodeling market and the economy had been moving upward for many years just as the pandemic hit. The shutdowns clearly gave more of you the needed time to assess recently completed projects and to submit them. I encourage all of you to spend some time reviewing these excellent award-winning projects.

Looking Ahead to Next Year's Winners

Lately in my conversations with architects, design-build remodelers and kitchen and bath designers, I ask them if they are noticing any changes in the project and programming preferences of their clients. Are there any perceptible changes that can be traced to months of sheltering-in-place? So far, all agree that client preferences are indeed shifting as they look ahead to more time at home.

For homeowners who are working remotely full-time for the first time and who have children learning remotely full-time, there are new needs for dedicated office and workspaces. Many of you are seeing projects driven by these new requirements.

Massive amounts of around-the-clock cooking, usually with multiple cooks, has become the new normal for millions of homeowners. Many who previously did not cook now find themselves putting their professionally designed and seldom-used showplace kitchens to the test. Some revel in the experience and will never go back. They binge on *Bon Appetit* cooking videos and learn all the pluses and minus of the current kitchen arrangement. They, too, are coming to you for modifications and upgrades.

> **ALL AGREE THAT CLIENT PREFERENCES ARE SHIFTING.**

Perhaps there will be a focus on retreats. We are hearing about new master suites, and we are hearing about fully programmed outdoor living spaces. We certainly will be seeing more of both types of projects next year.

Many of us are looking ahead at a world that is unalterably changed going forward—perhaps less business travel, a greater desire for suburban or even rural homes, and more time at home with family and friends, just to name a few that come to mind. Those changes favor our industry and give all of the great designers across the country the opportunity of a lifetime—the chance to play a part in what is likely to be a transformational period in residential design. **QR**

Patrick O'Toole

Qualified Remodeler

Published by

SOLA GROUP

SOLA Group, Inc.
1880 Oak Ave., Suite 350
Evanston, IL 60201
847.440.3000

Publisher and Editorial Director	Patrick L. O'Toole Patrick@SOLAbrands.com Ext. 103
Senior Editor	Kyle Clapham Kyle@SOLAbrands.com Ext. 107
Digital Content Editor	Emily Blackburn Emily@SOLAbrands.com Ext. 105
Contributing Editor	Chuck Ross
Audience Development	Mike Serino Mike@SOLAbrands.com
Creative & Production Director	Tracy Hegg Tracy@SOLAbrands.com
Senior Graphic Designer	Erika Nygaard Erika@SOLAbrands.com
Editorial Advisory Board	Stephen Gidley, GMB, CAPS, CGP, CGB, CGR, CPRC, CR Jeffrey Holloway, CKD, CBD, CGR Michael Nagel, CGR, CAPS Scott R. Sevon, CGR, CAPS, GMB, CGP, GMR Donna Shirey, CGR, CAPS, CGP Kenneth P. Skowronski, CR
Publisher/ West Sales Manager	Paul DeGrandis Paul@SOLAbrands.com Ext. 100
Midwest Sales Manager	Zach Stenberg Zach@SOLAbrands.com Ext. 115
Northeast Sales Manager	Dan Miklosz DanM@SOLAbrands.com Ext. 118
Southeast Sales Manager	Dan Agostinacchio Dan@SOLAbrands.com Ext. 101
National Automotive Sales	Tom Lutzke TLutzke@ACBusinessMedia.com
Product Showcase	Mike Serino Mike@SOLAbrands.com Ext. 102
Digital Programs Manager	Tim Steingraber Tim@SOLAbrands.com Ext. 106
Projects Manager	Heidi Riedl Heidi@SOLAbrands.com Ext. 111
List Rental	Mike Serino Mike@SOLAbrands.com Ext. 102
Subscriptions	*QR* Circulation Dept. (866) 932-5904 QualifiedRemodeler@omeda.com

NARI NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY
NAHB Remodelers
NKBA National Kitchen & Bath Association

A preferred publication
of the National Association of the Remodeling Industry
and the NAHB Remodelers

PRINTED WITH SOY INK

MAKE
THE MOST
OF HOME
BOSCH
Loft

©2020 Ferguson Enterprises LLC 0820 2089300

Shop online or schedule a personalized appointment from the comfort of your home today at **fergusonshowrooms.com.**

FERGUSON
Bath, Kitchen & Lighting Gallery

For more info circle 41

Market Outlook

Moratorium Could Translate to Dip in Rental R&R Spend

PROMPTED BY AN executive order from the president to help stem the spread of COVID-19, the Centers for Disease Control and Prevention (CDC) recently issued a moratorium on evictions until Dec. 31. The action, which covers all 43 million renter households (with exceptions for tenants involved in criminal activity and damage to property) will likely impact a portion of the residential remodeling and repair market associated with renter households.

An estimated $96 billion of R&R activity annually is associated with work by landlords—large and small—who regularly undertake repairs and improvements as units turn over and maintenance is required. According to estimates from John Burns Real Estate Consulting, that number is expected to decline slightly by 1 percent in 2020 and even more in 2021.

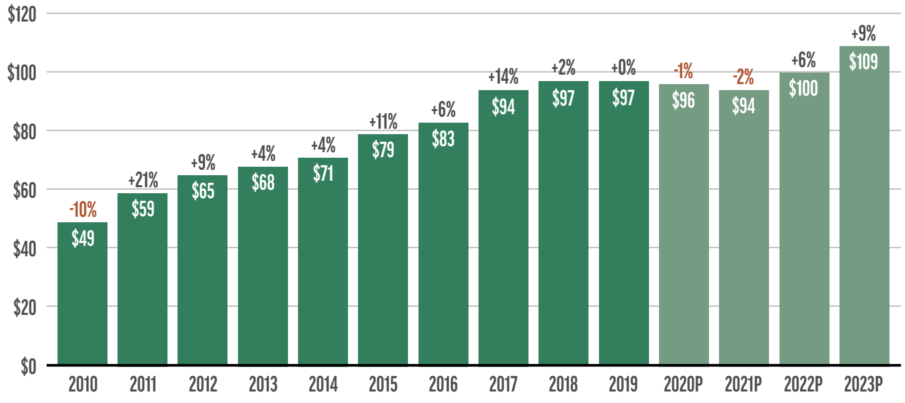
“Before this moratorium, we expected rental big-project R&R to be weakest part of the home improvement industry in 2021 (7 percent),” says Burns analyst Todd Tomalak, referring to projects with an average budget in excess of $5,000 per unit. “This increases my conviction that rental big-project will underperform spending by homeowners. Big-project rental spending is ultimately driven by if landlords are willing to capitalize big expensive improvements, which usually means properties that are increasing in value and a high occupancy of renters who actually pay their rent, as well as rent growth. That is a tough backdrop to believe in given the moratorium.”

Kermit Baker, director of the Remodeling Futures Program at Harvard’s Joint Center for Housing Studies, agrees:

“The moratorium on evictions will discourage investment in the rental stock in the short run through the end of the year,” Baker says. “For rental housing in particular, a lot of spending is triggered by turnover, and the moratorium would be expected to reduce turnover. Additionally, it will cut into cash flow to fund these investments. A lot of the potential investments and even routine maintenance and repairs will likely be deferred until the moratorium expires at the end of the year.”

Burns Residential Repair and Remodel Spending: Rental Remodels

Billions $USD



Note: Values in the graph above are nominal, not adjusted for inflation.
Source: John Burns Real Estate Consulting, LLC (Data: Jul-20, updated quarterly)

Improvement and repair spending by landlords was already hitting a soft spot when the Centers for Disease Control and Prevention implemented a moratorium on evictions through the end of the year.

Industry Trends

Pandemic Having ‘Lasting Effect’ on Homeowners

More than two in five U.S. homeowners say they will spend more time at home compared with last year, even when economies reopen in the wake of the COVID-19 pandemic—an indication that insecurities brought on by COVID-19 will have a lasting effect on Americans’ emotional and financial well-being.

That’s the key finding of a new survey of U.S. homeowners conducted by Hippo Insurance and SimpliSafe, a smart-home security provider. The survey, which revealed the pandemic’s impact on consumer sentiment and behavior, polled 1,000 U.S. homeowners in early June.

According to the poll, whose results were released in August, the vast majority (78 percent) of surveyed homeowners “feel on edge” about their current situation, and one in three say they’ve never felt the same level of uncertainty. The unsettling times have likewise created a feeling of financial insecurity, with well over a third of survey respondents (39 percent) feeling less secure about their financial situation than they were at the start of the year.

Most Americans (58 percent) plan to make long-term investments for their home when the pandemic ends, as opposed to less than half (42 percent) who plan to prioritize home goods.

Market Outlook

Pros, DIYers Push Big-Box Surge

Further evidence of the unprecedented, COVID-era surge in demand for home improvement products and services came thundering out of boffo earnings reports from the nation’s two leading big-box chains. Home improvement retail giants The Home Depot and Lowe’s Company Inc. posted significantly higher second quarter revenues, driven by increased demand from pros and do-it-yourselfers.

Home Depot reported net earnings of $38.1 billion for the second quarter of 2020, NEW

Attack Dust. Work Cleaner.

The CT 48 E AC HEPA puts jobsite dust in its place.

FESTOOL
HEPA
AUTOclean

The CT 48 E AC HEPA is equipped for applications requiring dust control such as cutting fiber cement products.

The CT 48 E AC HEPA is suited for most common woodworking applications like routing, sanding, sawing, and other similar woodworking applications.

FESTOOL

CT 48 E AC HEPA

The Jobsite Dust Extractor

- OSHA Table 1 Silica dust control solution*
- HEPA Filtration provided as standard equipment to help comply with federal and local best work practices.
- AutoClean Function automatically cycles the filter cleaning action to help ensure optimum airflow and suction performance.
- Provides maximum volume with a container capacity of 12.7 gal., for big jobs with high dust volume.
- New 36-32 mm tapered hose ensures optimal airflow and keeps both the volume of air and velocity of the air at a high level.
- 3-piece cleaning accessory kit consisting of a crevice nozzle, upholstery brush, and a suction brush for on-site cleaning tasks.
- Ready to work – included hose reducer allows for connection to all Festool products with both a 36mm and a 27mm port.

Available October 1

at participating dealers

festoolusa.com/Fall2020

Warranty all-inclusive

3-Year Comprehensive Warranty Coverage - including wear and tear!

CT SYS
1.2 gal capacity

CT MINI I
2.6 gal capacity

CT 15 E
3.96 gal capacity

CT MIDI I
3.96 gal capacity

CT 26 E
6.9 gal capacity

CT 36 E
9.5 gal capacity

CT 36 E AC
9.5 gal capacity

CT 48 E
12.7 gal capacity

NEW

CT 48 E AC
12.7 gal capacity

*For the applications outlined as; iii, vii, viii, x, xi, xii (always check your local guidelines to ensure the proper equipment and PPE is being used for the given application)

For more info circle 42

a 23.4 percent increase from the year prior. Similarly, Lowe's reported net earnings of $2.8 billion for the second quarter, compared with net earnings of $1.7 billion at the same time a year ago.

"Home improvement comps were 35.1 percent due to robust project demand from DIY and pro customers," said Lowe's CEO Marvin Ellison. "Overall, we saw a sharp acceleration from Q1 demand trends, including significant increases in the number of new pro and DIY and millennial customers. Pro sales were strong with comps in the mid-20s with demand accelerating in May and remaining strong throughout the quarter."

The company's urban stores outperformed rural stores by 500 basis points, and the company's website store was up 135 percent during the quarter versus the year prior. And both Lowe's and Home Depot have been ramping up services directed at attracting professionals to their locations nationwide.

New Programs for Pros Rolled Out

Through the COVID-19 business disruptions, both Lowe's and Home Depot have invested in helping professionals generate leads. In particular, Lowe's teamed up with Denver-based HomeAdvisor to provide its pro loyalty program members a free, year-long HomeAdvisor subscription. Qualifying Lowe's Pro loyalty members will also get a credit for 10 free leads from homeowners looking to complete home projects. Additionally, Lowe's Pro loyalty members get access to business webinars with notable entrepreneurs and experts.

"There has been a fundamental shift in the value and importance we place on our homes, and homeowners have a renewed interest in hiring pros for help with home projects," said Craig Smith, president and chief operating officer of HomeAdvisor.

Home Depot said it used this period of financial growth to invest approximately $480 million in additional benefits for its associates, including weekly bonuses for hourly associates in stores and distribution centers. Additionally, there was a big payout for Home Depot's profit-sharing program for hourly associates. The goal, the company says, is to create happier employees who in turn provide higher service levels to its customers, specifically pros. This focus on improving relationships between pros and associates and has never been more important, and finding ways to provide the tools and resources for home improvement pros to navigate the disruptions mitigates those challenges.

Tool and Equipment Rentals for Pros

Lowe's also launched a multi-year, tool-rental program roll out until the program is in all stores nationwide. The new program will help them compete with Home Depot's existing rental program.

Lowes said the new program will feature commercial-grade equipment, with brands like Husqvarna, Bosch and Metabo HPT; a range of drain cleaning, restoration, sanitation and concrete tools; merchandise to accompany rental tools, such as protective equipment and cleaning solutions, for purchase; an online check-in and check-out process; in-store self-service kiosks and digital documents that can be signed and viewed

Gain More Room in the Laundry

Push Back

the dryerbox®

Tight tolerances and cramped areas make it tough on dryers. Larger appliances can leave you with doors that won't open all the way and less room for handling the laundry.

Not that the dryer would complain, but now is the time to give it some push-back.

Enter the Dryerbox®. By recessing transition-hose connections in the cell of the wall, the dryer has room to be pushed back. This delivers more living space, safer protection of the ducting, and it allows the dryer to work at peak performance.

CLASSIFIED c UL US

Model DB-480
Shown With
DryerFlex®
Sold Separately

Give the Dryer Some Space™

INOVATE

Install the Dryerbox for Safer, Roomier, and More Efficient Homes

888-443-7937
Dryerbox.com

For more info circle 43

from a mobile device; a dedicated team of knowledgeable associates who can provide hands-on product demonstrations; and a mechanic shop to service tools and space for on-site cleaning and product demo areas.

Market Outlook

Existing-Home Sales Spike 25%

Existing-home sales—a leading indicator of future remodeling activity—continued on a strong, upward trajectory for a second consecutive month. Additionally, each of the four major regions attained double-digit, month-over-month increases, according to the National Association of Realtors (NAR).

Total existing-home sales—or completed transactions that include single-family homes, town-homes, condominiums and co-ops—jumped 24.7 percent from June to a seasonally adjusted annual rate of 5.86 million in July. The previous record monthly increase in sales was 20.7 percent in June of this year.

"The housing market is well past the recovery phase and is now booming with higher home sales compared to the pre-pandemic days," said Lawrence Yun, NAR's chief economist. "With the sizable shift in remote work, current homeowners are looking for larger homes, and this will lead to a secondary level of demand even into 2021."

The median existing-home price for all housing types in July was $304,100, up 8.5 percent from July 2019 ($280,400). Prices rose in every region across the nation. July's national price increase marks 101 straight months of year-over-year gains. For the first time ever, national median home prices breached the $300,000 level.

First-time buyers were responsible for 34 percent of sales in July, down from 35 percent in June 2020 and up from 32 percent in July 2019. NAR's 2019 Profile of Home Buyers and Sellers—released in late 2019—revealed that the annual share of first-time buyers was 33 percent.

Regional Breakdown

For the second consecutive month, sales for July increased in every region, and median home prices grew in each of the four major regions from one year ago.

The Northeast rocketed 30.6 percent to an annual rate of 640,000 homes sold, a 5.9 percent decrease from 2019. The median price in the Northeast was $317,800, up 4 percent.

The Midwest jumped 27.5 percent to an annual rate of 1,390,000 homes sold, a 3 percent increase from 2019. The median price in the Midwest was $244,500, an 8 percent increase.

The South rose 19.4 percent to an annual rate of 2.59 million homes sold in July, a 12.6 percent increase from 2019. The median price in the South was $268,500, a 9.9 percent increase.

In the West, existing-home sales rose 30.5 percent to an annual rate of 1,240,000 in July, a 7.8 percent increase. The median price in the West was $453,800, up 11.3 percent. **QR**

GOOF PROOF SHOWER®
Installation System
CONTRACTOR TESTED APPROVED
MADE IN AMERICA
GOOF PROOF SHOWER

Install Your Shower – Fast, Easy & Right

Step 1 + Step 2 + Step 3 = GOOF PROOF SHOWER

PrePitch™ is a unique tool that creates the proper sub floor slope needed underneath the pan liner to manipulate the water towards the weep holes that are an integral part of shower floor drains.

Kirb-Perfect® is a stay-in plastic form designed to eliminate the possibility of any nails puncturing the liner on the top or inside walls of shower curbs.

Quick-Pitch® is a stay-in place screeding guide system that guarantees a properly pitched shower floor every time regardless of size and shape.

Check our website for videos and more information: www.goofproofshowers.com

Mark E Industries, Inc. Toll Free: 1-866-771-9470 • info@markeindustries.com

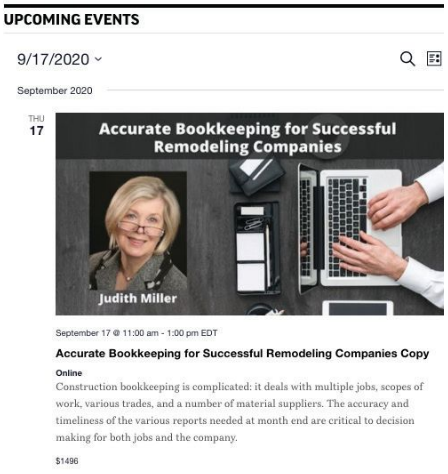
For more info circle 44

2020 Top 500: The Big & the Bold

TOP
500
Qualified
Remodeler
2020

The 42nd annual listing of the largest 500 remodeling firms in the U.S.–the *QR* Top 500–is a showcase for the dynamism and energy of the industry. Coverage includes a list of the national and top-performing companies, plus a look at each of the five industry segments–full-service, design-build, home improvement, kitchen and bath, and insurance restoration: QualifiedRemodeler.com/2020-top-500-the-big-and-the-bold

Post Your Event on *QR*'s Industry Calendar



UPCOMING EVENTS

9/17/2020

September 2020

THU
17

Accurate Bookkeeping for Successful Remodeling Companies
Judith Miller

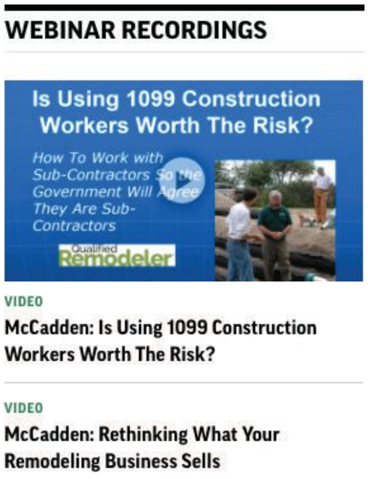
September 17 @ 11:00 am - 1:00 pm EDT

Accurate Bookkeeping for Successful Remodeling Companies Copy

Online

Construction bookkeeping is complicated: it deals with multiple jobs, scopes of work, various trades, and a number of material suppliers. The accuracy and timeliness of the various reports needed at month end are critical to decision making for both jobs and the company.

$1496



WEBINAR RECORDINGS

Is Using 1099 Construction Workers Worth The Risk?
How To Work with Sub-Contractors So the Government Will Agree They Are Sub-Contractors
Qualified Remodeler

VIDEO

McCadden: Is Using 1099 Construction Workers Worth The Risk?

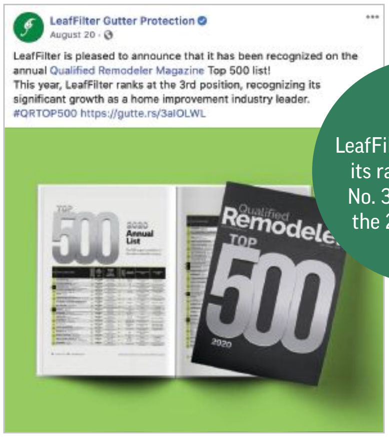
VIDEO

McCadden: Rethinking What Your Remodeling Business Sells

Qualified Remodeler's new events page is a resource for finding information and links relating to upcoming industry events and to view *QR* webinars and past Top 500 LIVE expert recordings. You can submit your industry events to digital content editor Emily Blackburn at Emily@SolaBrands.com. For more information, visit QualifiedRemodeler.com/events.

QR on Social Media

We love connecting with remodelers and home improvement pros, so come find and engage with us across our various social media channels!

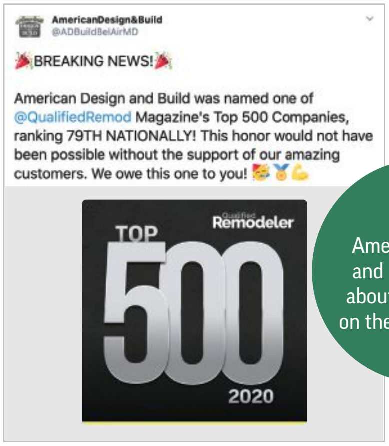


LeafFilter Gutter Protection
August 20 ·

LeafFilter is pleased to announce that it has been recognized on the annual Qualified Remodeler Magazine Top 500 list!
This year, LeafFilter ranks at the 3rd position, recognizing its significant growth as a home improvement industry leader.
#QRTOP500 https://gutte.rs/3alOLWL

TOP
500
Qualified
Remodeler
2020

LeafFilter announces its ranking as the No. 3 company on the 2020 *QR* Top 500 list.



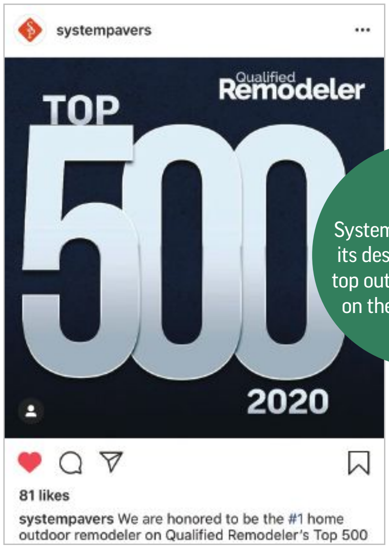
AmericanDesign&Build
@ADBuildBelAirMD

🎉BREAKING NEWS!🎉

American Design and Build was named one of @QualifiedRemod Magazine's Top 500 Companies, ranking 79TH NATIONALLY! This honor would not have been possible without the support of our amazing customers. We owe this one to you! 🥳🥇💪

TOP
500
Qualified
Remodeler
2020

American Design and Build tweets about its inclusion on the 2020 *QR* Top 500 list.



systempavers

TOP
500
Qualified
Remodeler
2020

81 likes

systempavers We are honored to be the #1 home outdoor remodeler on Qualified Remodeler's Top 500

System Pavers shares its designation as the top outdoor remodeler on the 2020 *QR* Top 500 list.

YOUR INSULATION
DESTINATION

Find the Right Insulation for the Job at Hand

From batts to blow-in application, The Home Depot® helps you get the job done right with a wider selection of fiberglass and mineral wool insulation.

THE HOME DEPOT® Pro™

Learn more at HomeDepot.com/Pro

For more info circle 45

©2020 Home Depot Product Authority, LLC. All rights reserved.

Three Essential People You Need Throughout Your Career

by Shawn McCadden, CR, CLC, CAPS

WHEN I SHARE WITH contractors and other business owners that I retired at the early age of 61, almost every one of them asks me how I was able to retire so young.

At first, I would tell them I started saving for retirement at 21 years old and made good investments along the way with my savings. But, after thinking about it, saving the money wasn't the real reason I was able to do so. Upon reflection, I came to realize that my success had a lot to do with the people I surrounded myself with throughout my career as I ran several businesses. If you would like to retire early or just maximize your retirement when you are ready, I suggest you try to have these three people in your life.

A Good Mentor

A mentor is typically a person who is older and already more successful than you, someone you can learn from. Mentors have been there and done that. The right mentor has made the mistakes you might make along your path. By interacting with and getting to know your mentor, he or she can share their mistakes with you so perhaps you can avoid those same mistakes. A mentor can also share with you the hard-earned lessons they learned from their mistakes. By finding the right mentor, you can speed up your progress, and you will spend less money and time fixing your mistakes, essentially giving you more time and money to build your business as well as your equity.

I found it to be advantageous to have several mentors at various stages. I am not necessarily recommending more than one mentor at a time; but, rather as things change and perhaps as your mentor moves on in their own life and retirement, you need to find new mentors to take their place.

You may be able to find a mentor who will help you at no cost, but a good mentor is a busy person and may already be mentoring someone else. In that case you may need to pay your mentor for the value they bring to you and your business. Paying a mentor might seem an expensive investment. However, if you find the right person, the value they bring can be priceless. After all, with the right mentor, you will likely be far more successful and therefore able to afford to pay the mentor *and* retire early.

A Peer You Respect

I suggest you also find a person, a peer, who is equal to you, someone to exchange ideas with. Likely this will be someone who is also in the remodeling industry, perhaps in a different market than you and your business. Again, like a mentor, you may engage with several peers over the course of your career for any number of reasons. Finding the right peer to engage with can be difficult.

My participation in a trade association helped me find and get to know my "equals" before I engaged with them in such a relationship. By attending local NARI meetings consistently for many years, I came to know some great people. And, over time, I developed great peer bantering relationships with them. Each had their own strengths benefiting me and, in turn, I feel I was able to share my strengths to help them.

A key characteristic of a peer bantering relationship is trust. Both you and your peer should agree on terms (rules) for your relationship. What can each of you share of your interactions and insights about the other, and what must remain confidential. As much as you should expect unconditional trust from your bantering peer, you too must offer the same level of trust for the relationship to work and to sustain it. Don't just assume this trust. Make it a required discussion before you invest too deeply in the relationship and certainly before you take the risk of revealing and sharing sensitive information.

A Person to Coach

One thing I found made me feel good and helped keep me energized was helping others achieve in similar ways as me, as well as seeing the joys and benefits they got from my coaching. Again, attending my local NARI meetings became a great place to find aspiring young remodelers I could help. A lot of the interactions happened during the social hour before the meeting started. This made for a safe atmosphere to get to know each other and, by attending regularly and interacting with the same people consistently, many relationships eventually extended beyond just the meetings.

Over the years, I found that the best and most rewarding coaching relationships were with remodelers who were willing to admit their mistakes. Often, when I first met one of these remodelers, they would share with me their plans to do something within their businesses. Sometimes I would hear something I knew wasn't the way to go and was likely to fail or have unintended consequences. Of course, I would always offer my advice to do it differently.

Many of these individuals still went and did it their way, only to end up failing more times than not. However, the ones who came back to me to admit their mistakes were the ones I was able and willing to help the most. They are also today the ones who became largely successful and still attend NARI meetings, so they too can coach an inspiring young remodeler.

The purpose of sharing this strategy for success and early retirement is so you too can potentially enjoy your retirement while you're still young enough to do so. Another purpose: Help improve the industry as well as the lives of those who work in it. As much as developing relationships with these three key people can help cause your success, just think of the legacy you can leave behind if you learn from others and then, in turn, share what you have learned with the next generation. QR

McCadden is a speaker, business trainer, columnist and award-winning remodeler with more than 35 years of experience. He can be reached at shawnmccadden.com.

High-Performance Metal

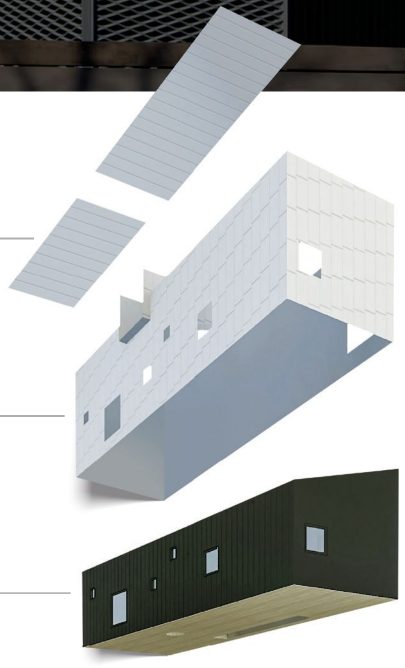
Civitas | Net Zero Design

"We went through a process of energy studies, and aluminum started coming in" as a favored choice. "If you install it correctly, it will last forever."

-Barry Alan Yoakum, FAIA, Principal, archimania

Civitas, Memphis Installing contr.: Ralph Jones Sheet Metal Architect: archimania
Owner: Barry Alan Yoakum Photo: archimania

Civitas makes a strong statement not only in its visual presentation, but also in its accomplishment as the first single-family home in the Americas to be registered as a Zero Energy/Zero Carbon home. Petersen's wall and roof systems contributed to both design and performance of this progressive home.



Tite-Loc Plus
Aluminum Roofing System

Custom-Fabricated Flat-Seam Panels
Aluminum Wall System

Snap-Clad & Galvalume M Panels
Custom Rainscreen

PAC-CLAD Corrugated
Aluminum Wall System

PAC-CLAD
PETERSEN
A CARLISLE COMPANY

CASE STUDY @ PAC-CLAD.COM/CIVITAS

IL: 800 PAC CLAD MD: 800 344 1400 TX: 800 441 8661 GA: 800 272 4482 MN: 877 571 2025 AZ: 833 750 1935 **PAC-CLAD.COM | INFO@PAC-CLAD.COM**

For more info circle 46

Business Tips: From Setup to Operation

by Doug King, CR, MBA

THERE ARE NUMEROUS self-help publications available on how to set up and operate a remodeling company. Having said that, I am often surprised to hear in discussions I have with people in our industry a number of common misconceptions about running a successful remodeling business. So, I'd like to share a few basic tips.

Business Structure

I'll start with the business entity itself. Of course, please consult with your CPA or tax professional to see what best fits your needs.

There are four classifications for businesses in our industry that are for profit; Sole Proprietorship, a Limited Liability Company, a C-Corporation and an S-Corporation. First, no one in our industry should be set up as a Sole Proprietor because you have zero protection from liability issues created by the business. You can be held personally accountable for the actions and repercussions of your business operations.

I like the S-Corp, which is very similar to a C-Corp in many ways, but it is subject to only one level of taxation, whereas a C-Corp is subject to double taxation. An LLC offers no more or no less exposure to liabilities of the business; it is made up of *members*, where a C-Corp or S-Corp is made up of *shareholders*. An LLC is a little easier to set up, which is why it is so popular. Having shareholders, even if it's just you (the operating owner) allows others to come aboard later as investors. And, when it's time to sell the company, investors prefer a corporation over an LLC, generally speaking.

One thing to consider before filing to operate as an LLC is that in many states, if a member leaves the company, goes bankrupt or dies, the LLC must be dissolved, and the remaining members are responsible for all remaining legal and financial obligations necessary to terminate the business. These members can still do business, of course: They'll just have to start a whole new LLC from scratch.

Overhead and Job Costs

Moving past the entity designation, let's talk a little about overhead. It may be the most misunderstood segment of our costs, and many often overlook these costs when pricing jobs. I think most owners get that rent and mortgage payments, insurance, salaries, utilities, vehicle operating costs, website and cellphones are overhead costs.

There are also two types of overhead costs: *variable* and *fixed*. Most of the costs noted above are *fixed* overhead costs. Variable overhead costs are expenses like fuel, mileage reimbursement, workers' compensation and liability insurance—things that are not attributable directly to a job and that fluctuate based on your business volume.

Are you aware that whatever you pay yourself should be considered a fixed overhead cost? Conversely, if your salary is tied to your business volume, it would be a variable overhead cost. Your pay should *never* be considered a portion of your calculated profits.

If you perform labor on a job, then that time you spent performing work is a *direct labor* cost to that job. The company should pay you for your time, using the rate at which the job would normally pay based on the experience level you would've hired. Some of the discussions I have with other remodelers are that the owner who is performing the work brags about the hourly rate at which they paid themself, say $50 to $100 per hour. They then deduct that pay from the profits, thinking they are reducing taxes for the business. What is really occurring is that they are in a death spiral. That model will not last very long because the true job costs are being miscalculated.

Analyzing a Hypothetical Job

Let's look at a typical job using round numbers, where the owner is using the death-spiral method described above.

- $500 materials
- $2,000 labor, performed by the owner
- 10 percent overhead. The owner pegs overhead at 10 percent of selling price because he or she is making the mistake of not considering the $2,000 pay as part of overhead costs.
- This leads to a false margin, which is calculated as follows:
- $500 materials times a 1.5 markup equals $750 plus $2,000 owner labor "profit" for $2,750 selling price.

The owner thinks the profit is $2,000 + $250 for material markup less ($275) for overhead costs for a total profit of $1,975 or 72 percent margin. (Yes, I've heard folks describe it in this manner!) The reality of it is that the profit is calculated as follows: $2,750 selling price minus $500 materials minus $2,000 labor equals a $250 gross profit.

Subtracting the 10 percent overhead of the selling price $275 equals a $25 loss or negative 0.009 percent net profit—hence the death spiral mentioned above.

The point is that whether you choose to count your pay as an overhead cost or a direct expense, it *is* a cost to the company *and must be marked up the same as all costs.* Otherwise, you will find yourself out of business in a short period of time.

The following are proper calculations, using the same markup and doubling the overhead costs to 20 percent to cover owner's pay.

- $2,500 materials/labor times 1.5 markup equals a $3,750 selling price;
- $3,750 minus $2,500 materials/labor leaves $1,250 gross profit;
- Then subtract the 20 percent overhead costs ($750) leaving a net profit of $500 at 13 percent.

This is a heck of a lot better than the 0.009 percent lost, and the company is able to thrive with a fair selling price to the client.

There's nothing worse than a company thinking they are making a huge profit when in reality they are losing money. **QR**

Doug King, CR, MBA, is president of the National Association of the Remodeling Industry and owner of King Contracting, Inc., St. Petersburg, Fla.

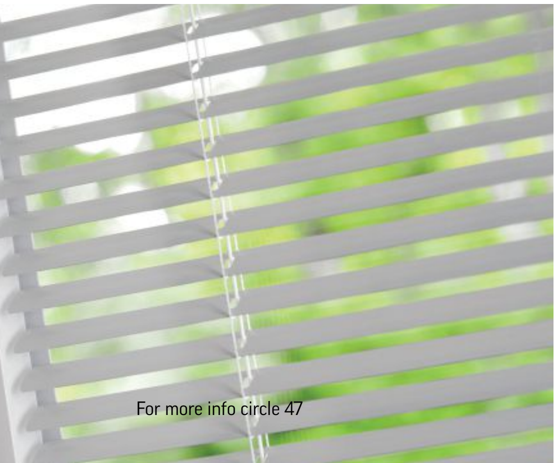
BUILT-IN PRIVACY STARTS HERE

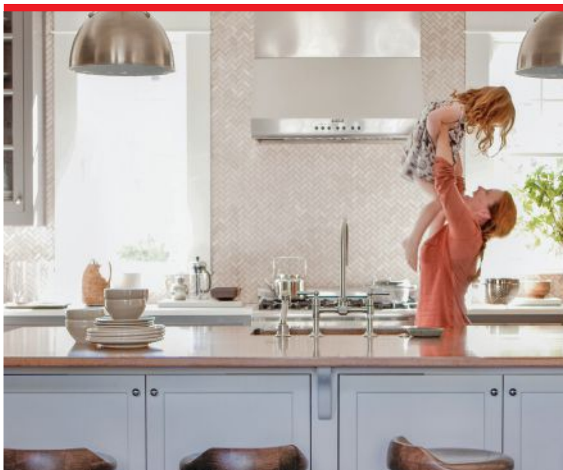
Smooth-Star® doors with internal blinds featuring EnLiten™ flush-glazed designs deliver a simple, seamless look and long-lasting performance. Ideal for patio, side and back doors, the versatile, convenient design provides optimal daylight and outdoor views, while allowing homeowners to easily control the level of privacy.

Learn more at **thermatru.com/FGInternalBlinds**.

THERMA-TRU®
DOORS | Where Home Begins™

© 2020 Therma-Tru Corp. All rights reserved.





For more info circle 47

Selling Experience

Christopher Mousley offers a service rather than a product to generate consistent results and stand out in the marketplace.

Compiled and edited by Kyle Clapham

CHRISTOPHER MOUSLEY
Crossbeam Builders, LLC
Salt Lake City, Utah
crossbeambuilders.com

TITLE: Owner

YEAR COMPANY FOUNDED: 2010

NO. OF EMPLOYEES: 2

When and how did you choose a career in remodeling?

I have been involved in some aspect of home building and property maintenance since I was a teen. I was also involved in the ski industry, which is heavy on service. I found it hard to understand why tradesmen and business owners physically work so hard and, at the same time, do not pay attention to the client experience. In 2009 when the economy was in poor shape, I decided to start my own company with a focus on customer service in addition to solid craftsmanship.

What does NAHB Remodelers mean to you?

The remodelers' community is so important to the development of a profession. I feel it is a necessity to belong to a group dedicated to solid business practices, professional development and collaboration. It has been a pleasure working with colleagues and business owner across the country sharing best practices, new developments and a sense of cooperation rather than competition. As business owners we are faced with challenges and obstacles around every corner. Remodeling is a difficult business.

Photo courtesy of Christopher Mousley

Clients are becoming more involved in the planning stage and controlling their budgets, Mousley notes.

How has remodeling changed since you've been involved?

I feel the biggest change is that remodelers are running better companies and gaining traction as a legitimate profession. The clientele we serve expect more, are more knowledgeable, and have a better grasp on selections, quality and, in some cases, the process as well. Our clients are getting more involved at the planning stage and, in turn, help control their budgets and final project outcome. Holding clients accountable for their selections and behaviors is a big change we have seen.

Where are the greatest opportunities in the market?

I believe the biggest opportunity is offering a service rather than a product. If we continue to sell experience along with consistent, reliable results, I think that will stand out and be a better indicator of overall success in any location.

What is the biggest challenge right now for your business?

I see the shortage of skilled labor—or even interested labor—as our greatest challenge. That combined with the recent surge in project demand is also stressing our supply chain and vendors. We are constantly seeking young talent and new business owners and helping them run better businesses. We offer coaching and best practices to our trade partners as well. If they have a stronger business, we have a stronger partner.

What is your focus as a remodeler/for your business?

Our biggest focus in the last couple years is on our process and systems. By developing our process and developing the system, we have more consistent and reliable results. This helps employees, trade partners and our clients by setting expectations, deadlines and communication standards. By managing the process and communicating along the way, we are essentially managing expectations. When the expectations are outlined and communicated, only then can they be met or exceeded.

How do you find the right people for your company?

We have hired and are looking to develop the office, project management and design side of our business. We focus on working with specialty trade partners to help them grow and solidify their business. We make more employee connections and referrals to our trade partners than hiring ourselves.

What is your No. 1 source of leads right now?

Our website is our biggest lead source. We direct our social media, YouTube and all other marketing to the website. We have been working on the website platform for a couple years to make sure the details are designed to drive quality leads. We have partnered with myonlinetoolbox.com to achieve this goal. With their direction we have been able to develop content for our projects; they in turn set the developers up for success by arranging the content. This has been a winning combination for us.

What is the best advice you've received in your career?

The remodeling business is a lot like physical fitness: You need to put in work, have the discipline to follow a structure, and need to make improvements every day. In the short term, progress is hard to see but, over the long term, the results will be unbelievable.

What motivates you every day?

The challenge of delivering an experience that is unique and exceptional in a circumstance where the odds are not always in your favor. I enjoy the conversations that follow at the end of a successful project. QR

Accelerate Your Success with the Service Nation

Remodeler's Alliance

The Service Nation Alliance was created to help contractors improve their business and financial performance. We've done just that for hundreds of contractors like you. Whether you need more structure, growth, profitability, accountability — or anything else that contractors struggle with — we can help!

Exclusive Events

Join Alliance members from around the world at our semi-annual conferences and training programs

Maximized Rebates

Earn rebates that can pay for your entire membership, and more.

Professional Training

In-depth training on all levels of your company.

Community

Form powerful relationships with Alliance members who are always willing to share and help

Personal Advisory Boards

Weekly meetings with your personal team of non-competing contractors.

Business Tools

Unlimited access to the best business tools for marketing, management, human resources, and more.

Custom Design

Professional graphic designers at your service to elevate your company's brand.

World Class Support

Our team of Support Specialists will ensure you get the most from your membership

SERVICE NATION
ALLIANCE

877.262.3341 • GoServiceNation.com/SNA

©2020 Service Nation Inc.

For more info circle 48

Converting Clicks, Creating Leads

Vital online management tools such as website add-ons and search engine optimization help businesses get the most out of their traffic.

by Emily Blackburn

IN A DIGITAL AGE, and one that is becoming rapidly more online with the changes facing businesses across all industries, it is absolutely imperative that business owners utilize every tool available to convert leads from their web presence. This means anything from website add-ons to utilizing Google tools.

"The website, above all else, needs to convert," says Chris Behan, CEO of Socius, a digital marketing firm specializing in remodeling and home improvement. "When you do an evaluation of where your traffic comes from, [your website] is where you have to start."

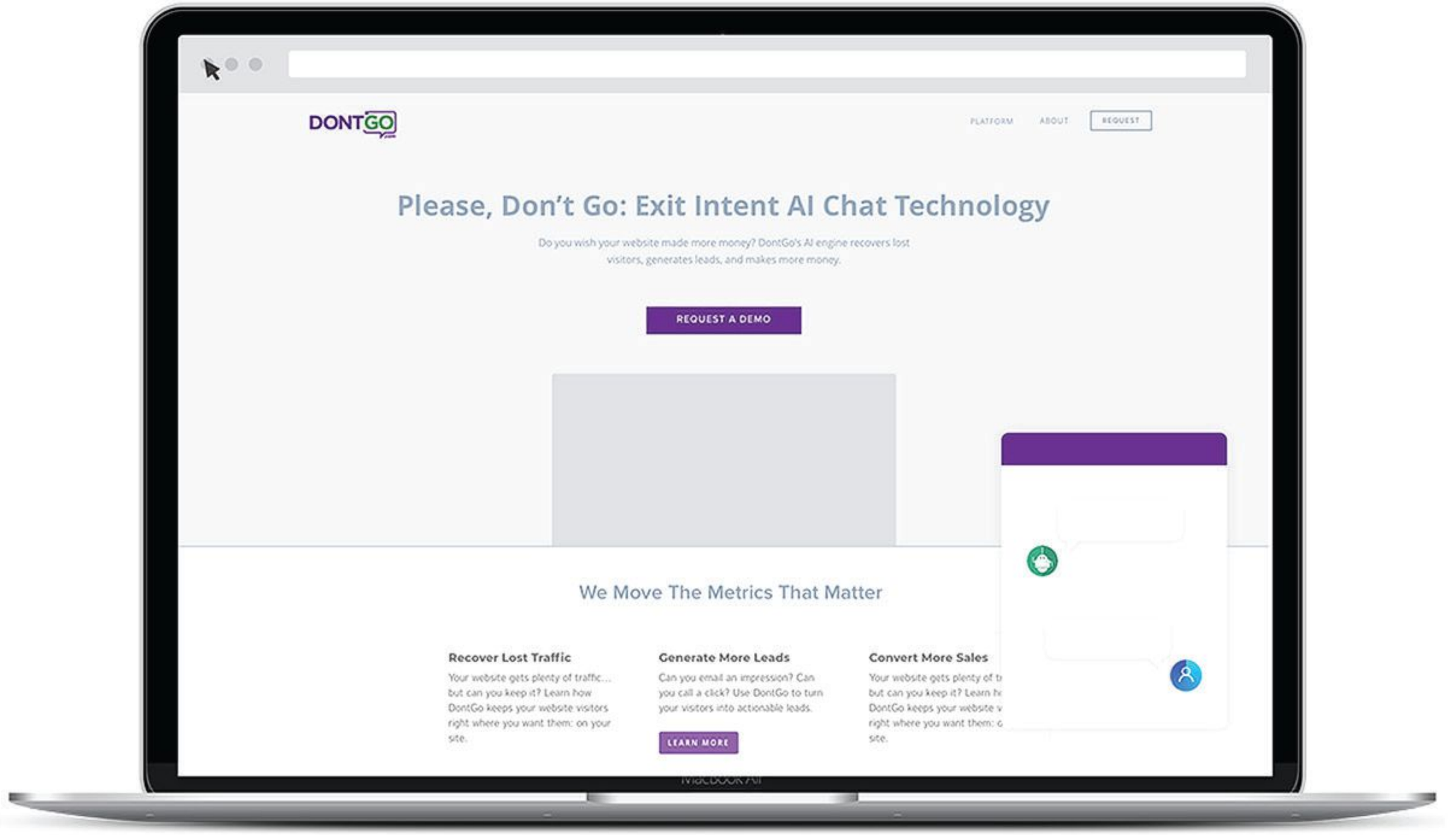
Predictive Pop-Ups

Website add-ons work to keep customers on your website and, thus, lead to a higher rate of converted leads. Predictive features and chat boxes are popular, encouraging customers to stay on the page and directing them toward the content they're looking for.

DontGo is one such feature. Using predictive, "exit intent" technology, DontGo appears when a visitor's mouse moves to exit your webpage. Popular among remodelers, the add-on window pops up to make sure they really want to leave the site. DontGo offers customizable pricing options based on which features best suit your website, but pricing starts at $599 per month after an initial set-up fee. Visit dontgo.com for more information.

"You can also use what's called predictive pop-ups on your website," Behan explains, referring to a long-time favorite module add-on for converting traffic. "You can set an offer to pop up that you present just as somebody is getting ready to leave that might give them an addition 5 percent off, or free installation."

According to Behan, most home improvement sites have a "time on site" of 2 minutes and 21 seconds for legitimate traffic. Remodelers seeking to utilize this tool could time a pop-up to appear at 2 minutes and



Please, Don't Go: Exit Intent AI Chat Technology

Do you wish your website made more money? DontGo's AI engine recovers lost visitors, generates leads, and makes more money.

We Move The Metrics That Matter

Recover Lost Traffic

Your website gets plenty of traffic… but can you keep it? Learn how DontGo keeps your website visitors right where you want them: on your site.

Generate More Leads

Can you email an impression? Can you call a click? Use DontGo to turn your visitors into actionable leads.

Convert More Sales

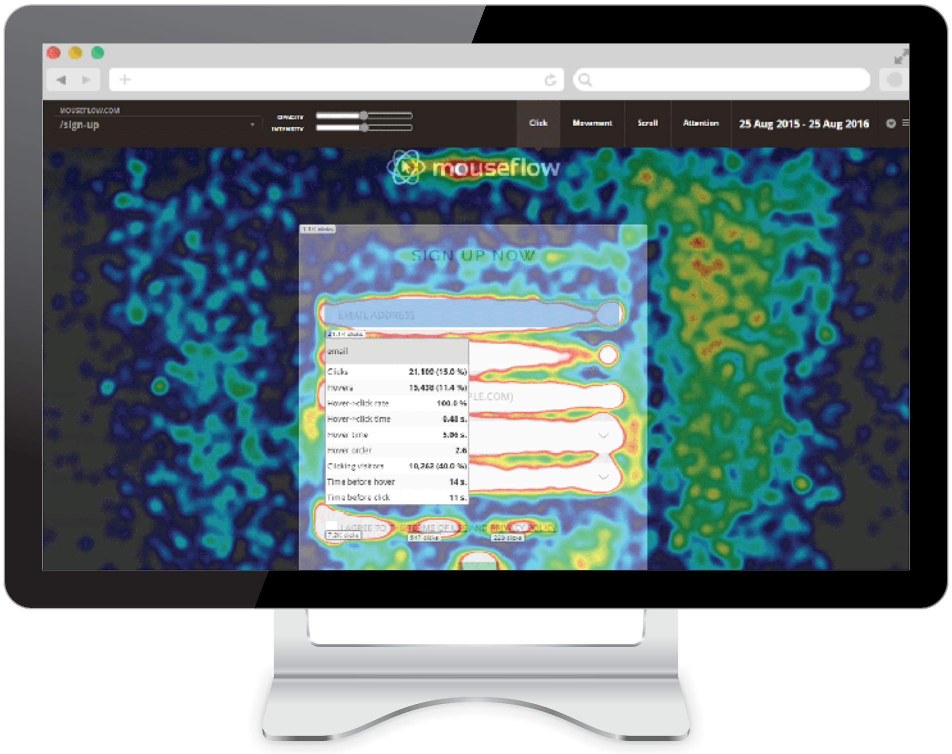
Your website gets plenty of t
but can you keep it? Learn h
DontGo keeps your website v
right where you want them: o
site.

10 seconds to best capture engagement. He warns against installing these modules on pages with forms, such as contact us pages, because this will interrupt the user while doing an action you want them to do, and it may turn them off.

Understanding User Engagement

Mouse record add-ons record user activity and allow website managers to review issues their customers may be having with the website. "A program like that, for these medium sized companies and up, is a great program for them to use," Behan says. "You're going to learn things about how people interact with your website that you never could before. You'll see where they get lost, where they're finding information."

Ease of navigation and content availability is vital for keeping potential customers on the site. Recording user sessions can show where customers are getting lost or frustrated with a website, and what needs to be changed.


MOUSEFLOW.COM
/sign-up
OPACITY
INTENSITY
Click
Movement
Scroll
Attention
25 Aug 2015 - 25 Aug 2016
mouseflow
SIGN UP NOW
EMAIL ADDRESS
21.1K clicks
I AGREE TO THE TERMS OF USE AND PRIVACY POLICY
7.2K clicks
517 clicks
229 clicks

email	
Clicks	21,100 (15.0 %)
Hovers	15,438 (11.4 %)
Hover->click rate	100.0 %
Hover->click time	0.48 s.
Hover time	5.06 s.
Hover order	2.6
Clicking visitors	10,262 (40.0 %)
Time before hover	14 s.
Time before click	11 s.

ZIPWALL®

DUST BARRIER SYSTEM

800-718-2255

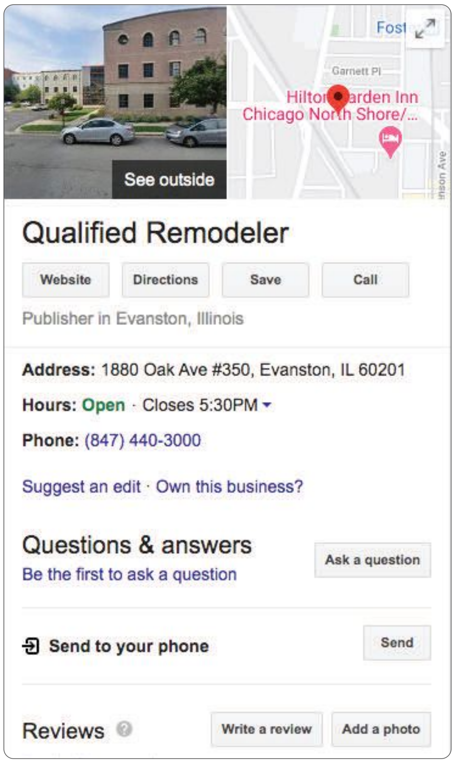
Do it right.

Start every job with ZipWall®.

- Install in a few minutes – get referrals for years
- No ladders, no tape, no damage

See how easy it is at **zipwall.com**.

For more info circle 49



Qualified Remodeler

Publisher in Evanston, Illinois

Address: 1880 Oak Ave #350, Evanston, IL 60201

Hours: Open · Closes 5:30PM

Phone: (847) 440-3000

Suggest an edit · Own this business?

Questions & answers

Be the first to ask a question

Mouseflow is a popular mouse record add-on and one that is easy to navigate, filter and organize recordings, and it supports all types of pages from checkout to members-only. It allows website managers to sort session recordings based on location, language and platform, among others, to best target user issues. Mouseflow starts at $24 per month. Visit mouseflow.com for more information.

The New Homepage

While not a website add-on, Jeff White, director of customer success and digital marketing at Surefire Local, a digital marketing company with a focus on local traffic for small businesses, points out just how critical the Google My Business profile is for small businesses. “The Google My Business Listing is essentially the new home page for businesses,” White says, because the first thing potential customers do when searching for a product or service is turn to Google. Therefore, businesses want their company to be the listing Google displays first on the sidebar for recommended services.

“You claim it; and once you claim it, you’re just making sure that it’s accurate and consistently up-to-date,” White explains. Google uses the My Business listing information to ensure your business’ information is the same across all platforms when running analytics and creating website rankings. If the information is not consistent, or the My Business listing is unclaimed or inaccurate, White says, Google is going to put somebody else ahead of you.

Google My Business is a free feature provided by Google and can be claimed and managed at any time. Visit google.com/business for more information.

Dedicating money toward website plug-ins and software can seem daunting for business owners, especially smaller businesses where spending dollars have to be allocated on a tight budget. White seeks to assuage those fears: “I think for small business owners, investing in software [helps] makes a smaller business operate and act like a larger business.” The small changes that can be done now to make a website run more efficiently will convert leads for less in the long run. **QR**

with FineLine™
without

IT'S THE GAME-CHANGING PATIO DOOR IMPROVEMENT YOU CAN’T REALLY SEE.

PROVIA’S NEW FINELINE™ WELDING TECHNOLOGY SETS THE STANDARD FOR CORNER AESTHETICS.

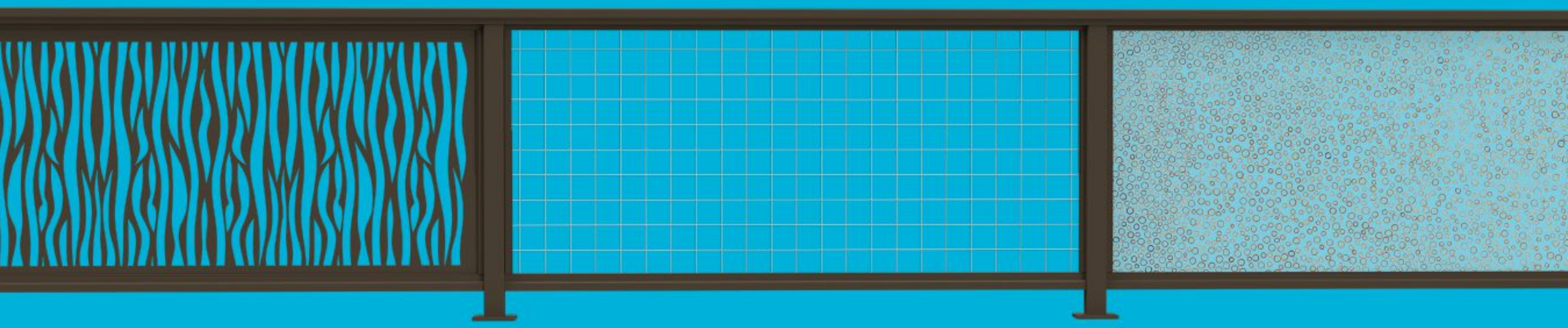
When Performance Matters.
provia.com/**endure**

ProVia®
THE PROFESSIONAL WAY

DOORS | WINDOWS
SIDING | STONE | ROOFING

For more info circle 50

GET



YOUR FILL

With endless infill design options, Feeney® makes it easy for your customers to create a look and feel that will perfectly complement any project. Ranging from laser cut aluminum to resin to stainless steel mesh, Feeney infill panels give your customers the power to create their customized vision.

Fill in the gaps at **FeeneyMakesItEasy.com.**

Feeney Makes It Easy™

feeney®

For more info circle 51

Fiberon Sanctuary® composite decking in Earl Grey.

©2020 Fiberon. All rights reserved.

Create an outdoor living space with Fiberon

Get away without going away.

Our living spaces have become sanctuaries for safety and comfort, and the increase in home improvement projects shows that homeowners are willing to spend more money on updating and upgrading their homes. Homeowners are focused on creating experience-based outdoor living spaces – spaces for family dinners, evening relaxation and weekend fun. The addition or renovation of a composite deck can increase a family's living space by extending the comforts of home to the outdoors and providing durability for years to come.

Longer lifespan, lower cost of ownership.

Fiberon capped composites capture the warmth and beauty of natural and exotic hardwoods, complete with subtle streaking, varied grain patterns and rich color palettes. And since capped composite decking doesn't fade or degrade like wood, the look you see today will still be there tomorrow. The average pressure-treated deck can cost thousands per year to maintain – Fiberon composite decks average less than $50 in annual maintenance costs and are backed by industry-leading warranties, providing homeowners and trade pros peace of mind.

The science behind sustainable outdoor living.

We believe in utilizing sustainable processes to create sustainable products. Fiberon composite decking contains at least 94% recycled material – featuring the best qualities of recycled wood, combined with the long-lasting resilience of recycled plastic. The blending of these two materials is the reason why our products last, and why they're sustainable from start to finish. Learn more at fiberonbalance.com

Turning deck design dreams into reality.

Whether it's finding the perfect board color or designing a deck layout, Fiberon is here to help. We offer the tools and resources you need to create the perfect outdoor living space. The Fiberon Discovery Deck Design Tools app provides quick and easy-to-use design tools that save you money by reducing project costs, changes, rebidding and reworking.

Learn more at fiberondecking.com

fiberon®

Beautiful outdoor living, built for life.®

fiberon
Lifetime
Performance
Limited Residential Warranty
50 Year
Stain and Fade
Limited Residential Warranty
Download on the App Store
GET IT ON Google Play

Outdoor living
Beyond comparison.

When looks and durability are everything, why settle for anything less? With industry-leading warranties and quality beyond comparison, we've made it easier for you to offer your customers more. Decking designed for pros, decking built by pros.

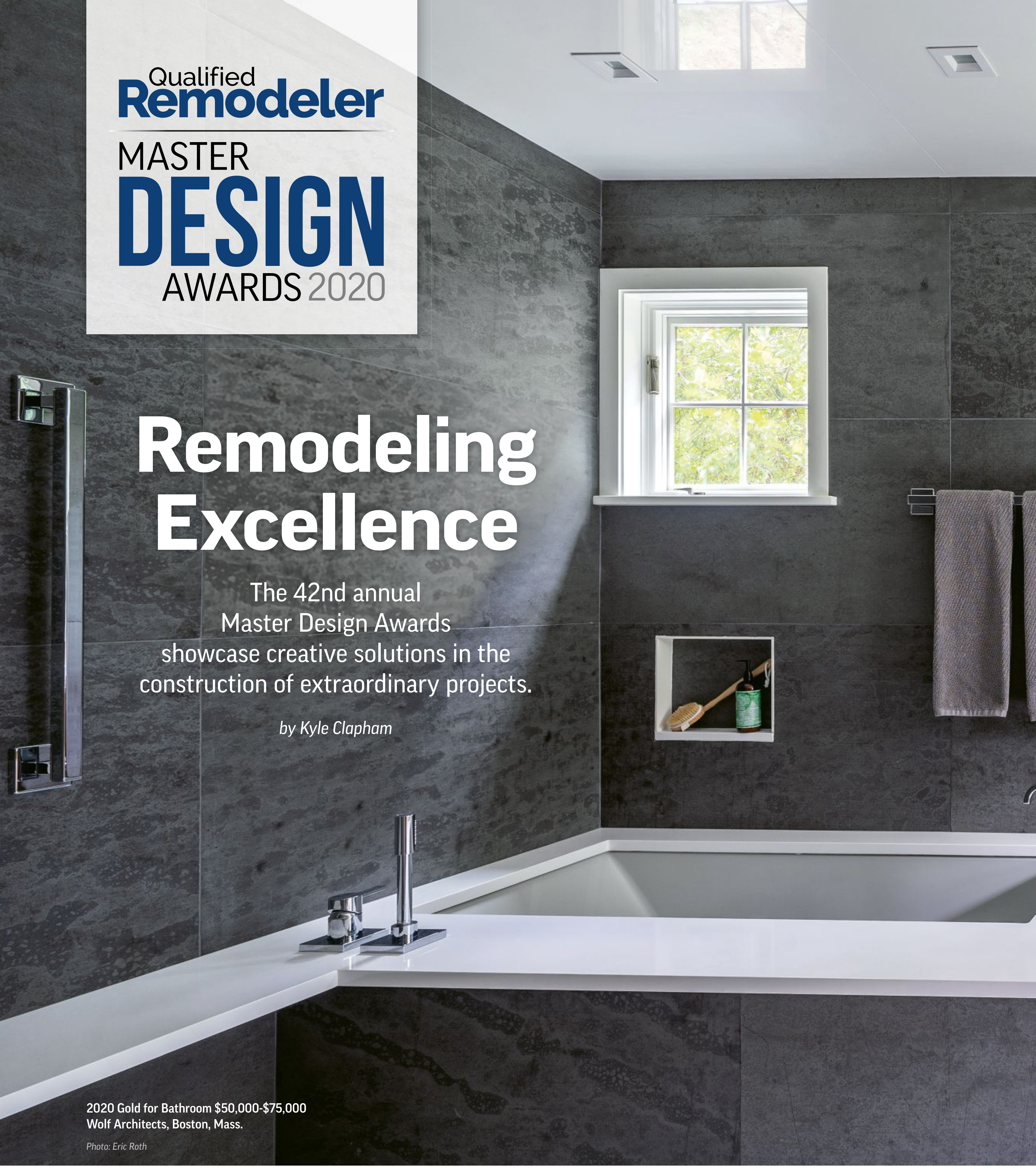
Learn more at fiberondecking.com.

Fiberon Discovery AR App

Note: See your Fiberon seller or visit www.fiberondecking.com for details on limited warranties and exclusions.
Actual board colors may vary from photography.
©2020 Fiberon. All rights reserved. FIBERON and the Fiberon logo are trademarks of Fiber Composites, LLC. Registered trademarks are registered in the U.S. and may be registered internationally.
Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Google Play and the Google Play logo are trademarks of Google, Inc.

For more info circle 53

Qualified Remodeler
MASTER
DESIGN
AWARDS 2020



Remodeling Excellence

The 42nd annual Master Design Awards showcase creative solutions in the construction of extraordinary projects.

by Kyle Clapham

2020 Gold for Bathroom $50,000-$75,000
Wolf Architects, Boston, Mass.

Photo: Eric Roth

FOR each of the past 42 years, *Qualified Remodeler* has received hundreds of entries to its Master Design Awards from companies across the U.S. This year, we once again accepted some of the best projects in the history of the program, thanks in part to our continued partnerships with the Chrysalis Awards and the NARI Contractor of the Year (CotY) Awards.

After collecting the submissions, we invited eight judges to review the entries and, ultimately, select the projects featured on the following pages and at QualifiedRemodeler.com.

We appreciate all submissions to the Master Design Awards and ask our judges to score every project and provide written feedback as well. We hope you enjoy seeing the winners and find inspiration in their exceptional designs.

Proficient Perception

The judges of the 42nd annual Master Design Awards accepted a difficult task: Review and score hundreds of entries across 22 categories.

THEY completed the laborious assignment remotely, presenting gold, silver, bronze—and sometimes honorable mention—awards within each group (two categories have only gold winners). The judging board this year included:

Lori Bryan, vice president/COO, Marrokal Design & Remodeling, San Diego, California
Dolores Davis, president/general manager, CG&S Design-Build, Austin, Texas
Abe Degnan, president, Degnan Design-Build-Remodel, DeForest, Wisconsin
Karen Feeney, business development, Allen Construction, Santa Barbara, California
Chaden Halfhill, founder/CEO, Silent Rivers Design+Build, Clive, Iowa
Alan Hanbury, owner, House of Hanbury Builders, Newington, Connecticut
Heather Heydet, marketing director, Exovations, Cumming, Georgia
Michael Menn, principal architect, Michael Menn Ltd., Northbrook, Illinois

We caught up with the judges after they finished their scoring to ask them about what they saw during the design competition.

Lori Bryan, vice president/COO, Marrokal Design & Remodeling

Dolores Davis, president/general manager, CG&S Design-Build

Abe Degnan, president, Degnan Design-Build-Remodel

Chaden Halfhill, founder/CEO, Silent Rivers Design+Build

What were the top trends in the winning designs?
Menn: One of the trends in the winning designs was the bold use of color—sometimes as an accent and sometimes as the main theme.
Degnan: The top trends in the winning designs were designs that were contextually appropriate for the home. Some of them were stunning and over the top, while others of them were modest but were absolutely perfect for the home was that was being remodeled.
Davis: While there were some fabulous designs, it seemed to me that there is a trend towards a more, simple clean approach towards the design. The projects were not as elaborate, rather very clean and refined.
Feeney: Some of the top trends I noticed in the winning designs were open, light-filled spaces; thoughtful approaches to create efficiently functioning spaces; really responding to the needs of the owners; and, the ability to address/fix long-term problems/challenges.
Hanbury: As expected, open concept was a core principal of most of the projects, with all-white kitchens countered by two color schemes and massive islands. Soaking tubs were less popular than huge, no-step showers, with built-in seats, multiple outlets and clear glass providing unobstructed views through the space, as well as glass for views of the outdoors.
Bryan: Details. Each of the winning projects showcased the details, whatever they were.
Heydet: Clean, neutral spaces with creative and thoughtful use of natural light prevailed in most winning interiors. Winning exteriors displayed large, relaxing outdoor living areas (porches, patios, decks, pools and hardscapes) and windows designed to maximize views and lighting.
Halfhill: White, blue and gray. But trendy aesthetics do not equate to smart design or great projects, as evidenced by some of the dissent among jurors.

What constitutes a great winning presentation?
Menn: A winning presentation can be compared to a book. There needs to be a beginning, a middle and an end. Some people (myself included) like to start with a money shot, followed by a comprehensive explanation (sometimes with only pictures) of what was there before, how they took it apart and what it looks like afterwards.
Degnan: Having before-and-after floor plans on the same page, next to each other, so that they can be compared. Same thing for before-and-after photos, having them next to each other for comparison. Finally, look at what the judging qualifications are: How are the judges going to be giving you points?
Davis: A great winning presentation has these four elements: before-and-after photos, floor plans, excellent photography, and it should tell a good story.
Feeney: What really made the difference was the quality of the presentation, including the ability to tell the story of the transformation during the remodel; having great before-and-after photos; and making a unique, interesting presentation.
Hanbury: Winning entries lead the judges through

their thought process and boldly present the changes that created their solution in a way that highlights what was changed.

Bryan: Great photography and great storytelling that was brief, yet complete and concise, were components of the winning presentations.

Heydet: The degree of difficulty in your project must sometimes be pointed out in a clear, short, bolded statement. Refrain from long paragraphs. Leave out the ho-hum points and be sure the big ones stand out. Use bullets and spacing so the eyes can see lots of information very quickly.

Halfhill: Great presentations are defined by amazing photos, strong, clear drawings, and simplified explanations. Great projects are defined by aesthetic resolutions and attentiveness to details being carried throughout.

What exactly did the non-winning entries lack?

Menn: What wasn't there were good and concise descriptions, as well as good photographs.

Degnan: The non-winning entries were lacking in their thoroughness primarily. Some of them lacked explanation, others lacked photos. Some lacked floor plans. Also, submissions that had inferior photography became harder to judge and, if they were not presented with thorough answers to the judging criteria, the photography quality may have prevented us from discerning the proper number of points that could have been earned.

Davis: The most important part of the non-winning entries was that the overall presentation lacked a sense of refinement, as did the actual project. The project might have been really amazing, but the lack of attention to detail in the presentation made it so-so.

Hanbury: The non-winners left out the before plans or pictures for areas that were representative of the entries' best work, making it hard to tell if there were indeed hurdles to produce the finished product. Often entrants did not provide all that was asked and showed pictures of areas that were not unique or impressive examples of their work.

Bryan: Some of the non-winning entries lacked nothing because there were so many entries. Entries with poor photography were eliminated right away.

Heydet: Before and after pictures that were hard to "read" because the angles were different, or the shot did not include what the other did. Clarity and brevity—too much text that did not move the story along.

What are the benefits for companies who submit?

Menn: Benefits are always in marketing who you are, what you do and the fact that you have just won a national award.

Degnan: The benefit for any company to submit an award entry is first of all learning the process of submitting an award entry. Once you know how you have submitted your award, and you see the project that won in your category, you begin to get an understanding of how your project and your submission might have compared to the award-winning entry.

Davis: A benefit for companies that submit awards is that the feedback can be helpful to them to know how they are presenting themselves out in the world. Many presentations were just so top notch that you knew they were good companies and branded and marketed themselves well.

Feeney: A design award can be used as a great marketing tool—something you can showcase in your statement of qualifications for potential new clients, on your website and in press releases to local media. You also learn how to describe your projects in an engaging and thoughtful way.

Hanbury: Companies who plan ahead to enter into these types of contests, whether they win or not, have a library of easy to follow before-and-after projects that are incredibly valuable when trying to ferret out future clients' tastes and expectations.

Heydet: Even if your entry doesn't place, you now have a rich content—a story to tell and share about your work on your website, social media, newsletter, blog, sales presentations, etc.

Halfhill: Comparing personal work against the winners and ascertaining the variables in design-build and learning how to better execute work. Great opportunity to assess prior decisions and see how they compare.

What will you take back to your company?

Menn: I love judging these awards because I get to see great trends from all over the country and how other professionals solve problems and work with their clients. It's a win-win.

Degnan: Certainly, the benefit of being a judge is to learn about the presentation styles of other companies. But, also to gain insights to bring back to my own company. For example, blue is definitely in style, plus gold tones in plumbing and hardware.

Davis: I was impressed with many of the entries. I took a lot of notes on what I could do to improve our design award entries. I also learned there are some amazing companies doing awesome work.

Feeney: The next time our company submits a project, I am going to make sure the format for my presentation is unique: the story, the layout of information, the quality of the photos.

Bryan: There is so much talent out there. We need to be selective in our future entries and present the best story possible to support the photos.

Heydet: I will definitely create shorter text entries that only include the highlights and punctuate the level of difficulty in pulling off the final project. **QR**

Karen Feeney, business development, Allen Construction

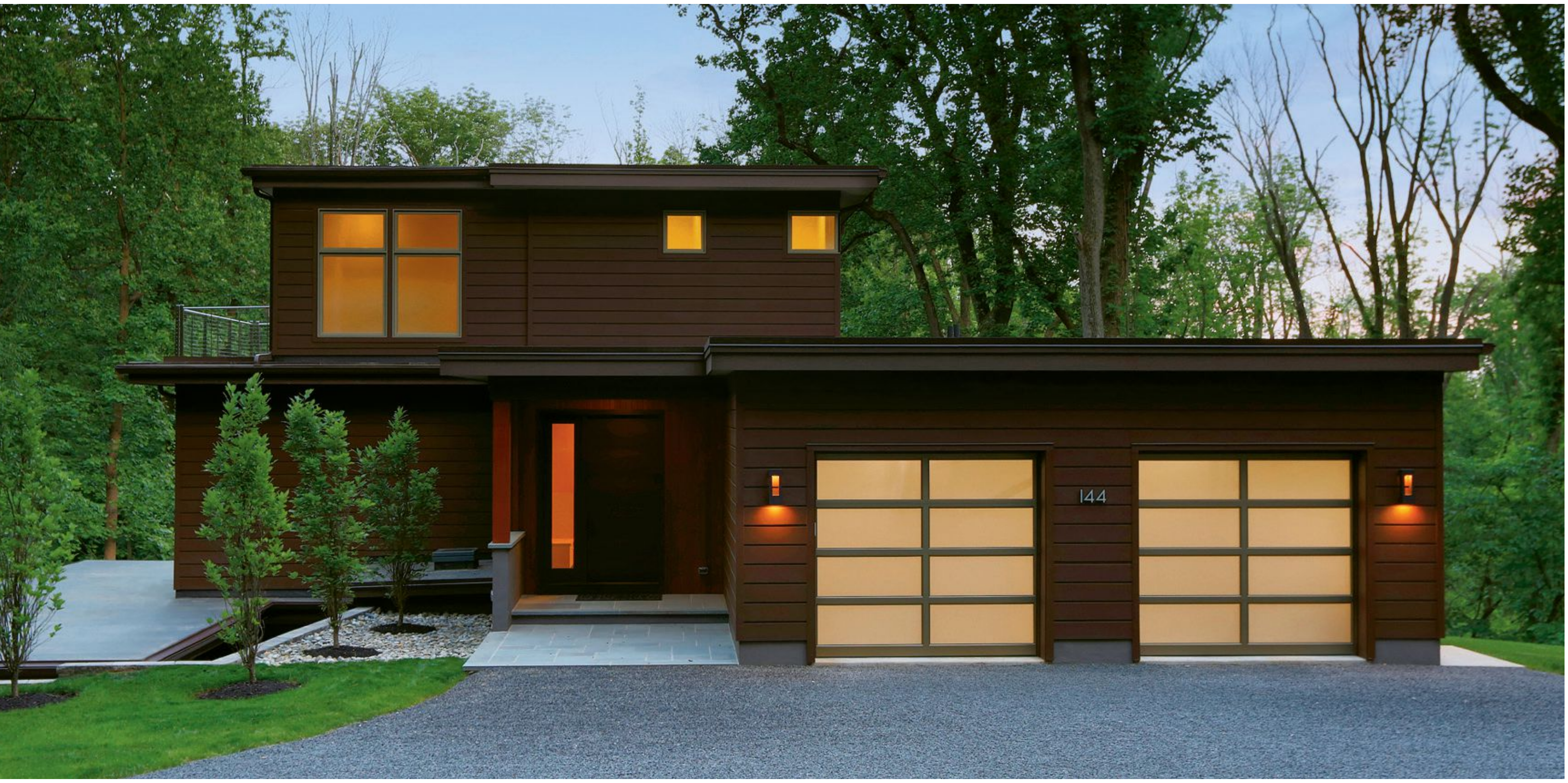
Alan Hanbury, owner, House of Hanbury Builders

"EACH OF THE WINNING PROJECTS SHOWCASED THE DETAILS."

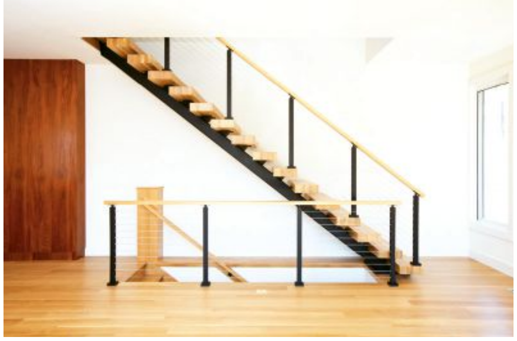
Lori Bryan

Heather Heydet, marketing director, Exovations

Michael Menn, principal architect, Michael Menn Ltd.



Photos: Andrew Wilkinson



Whole House More Than $700,000

GOLD

PRINCETON DESIGN GUILD
BELLE MEAD, N.J.
pdguild.com

Designer: Michael Kluck and Kevin Wilkes
Project location: Princeton, N.J.
Square footage before: 1,725
Square footage after: 3,826
Project cost: $1.2 million

The 1960s Usonian house—designed by a Frank Lloyd Wright apprentice—had been considered a teardown, but the project added living space on top of the existing one story to produce a three-floor home. Central, open gathering spaces on the middle level can be entered directly from the driveway and new two-car garage. The third floor offers a master suite and ample rooftop deck.

Now the ground level of the remodeled home, the original house retains its existing siding and window locations but was reconceived to create three bedrooms, two baths, a laundry room and a family room. Placing the entire load of the two new floors upon a steel superstructure poised above the existing home did not impose on the original wood-frame structure, which could not have supported the weight.

SILVER

HIGHCRAFT BUILDERS
Fort Collins, Colo.
highcraft.net

BRONZE

ALAIR DALLAS
Dallas, Texas
alairhomes.com/dallas

HONORABLE MENTION

JAN GLEYSTEEN ARCHITECTS
Wellesley, Mass.
jangleysteeninc.com

BUILDING
FOR SUCCESS
A Plan for Continued Growth in Building and Remodeling
Pella

Prepare Your Business For The Future. Now.

Pella's "Building for Success" e-book is helping entrepreneurs grow and sustain their business.

Right now, the world seems uncertain. But builders and contractors have unique opportunities as the economy rebuilds. And we want to be sure you have every asset you need to become better leaders in your markets. That's why we've collaborated with more than a dozen industry experts to help you make smart, informed decisions as you go. With "Building for Success," you'll learn key tools to prepare your business for the future – no matter what the market has in store.

Gain business. Discover new ways to generate leads and maintain relationships with customers with up-to-date marketing tools and techniques.

Attract quality labor. Learn ways to attract and retain reliable workers and build a diverse crew with growth potential.

Turning jobs faster. The quicker you finish a job, the quicker you can start a new one. We'll cover processes, best practices and digital tools to help you stay on schedule – and earn more money.

Maintain profitability. Read about effective ways to build capital reserves, take advantage of today's emerging trends, increase business with targeted marketing, and implement money- and time-saving technology.

Stay in the know. With insider tools from our industry experts, you can streamline your business for increased efficiency and profitability.

Implement sustainable practices. The demand for sustainability is growing – which presents huge opportunities for your business. See what you can do today to start moving toward sustainable building practices more homeowners are seeking.

Feel confident in every move you make toward a strong, stable business – and take advantage of the opportunities available during this critical time.

Pella®

Download our e-book for free at **professional.pella.com/ebook.**

© 2020 Pella Corporation

For more info circle 54

Whole House $300,000-$700,000

GOLD

ROYAL OAKS DESIGN
LAKE ELMO, MINN.
royaloaksdesign.com

Designer: Kieran Liebl
Project location: Wayzata, Minn.
Square footage before: 5,102
Square footage after: 5,200
Project cost: $680,000

The clients desired an open floor plan to take advantage of the lake views, and they also wanted to establish more of a lake-home feeling by incorporating brighter colors and creating improved accessibility on the lake side of the house. Some of the challenges included the existing setback, their limited budget and a tight project deadline.

Royal Oaks Design opened up both the interior and exterior of the home for enhanced views of the lake and also removed a separation wall between the existing kitchen and living areas. The company carved out more outdoor living space by adding a patio and updated the exterior look of the residence as well.

SILVER

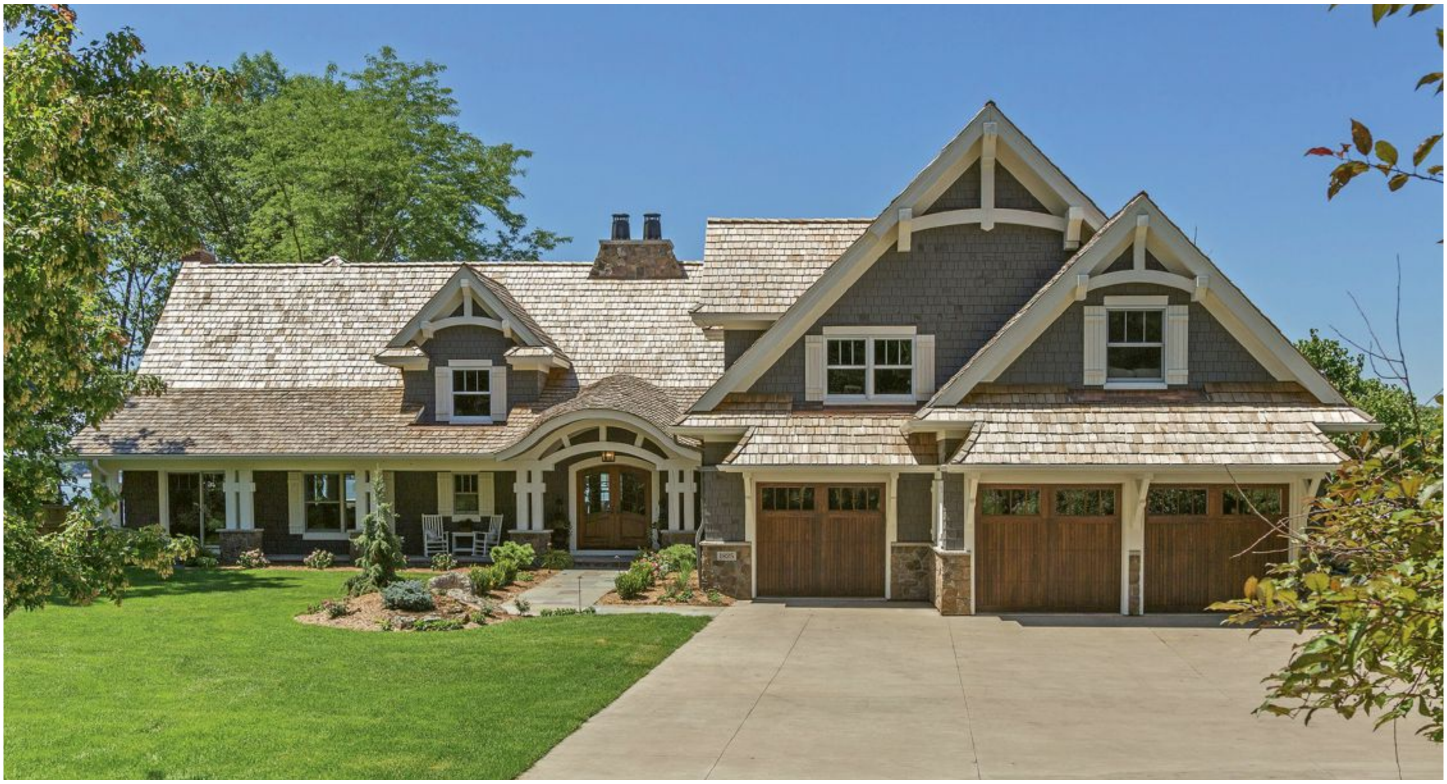
BLB CUSTOM BUILDING
Amesbury, Mass.
blbcustombuilding.com

BRONZE

KRIEGER + ASSOCIATES ARCHITECTS
Philadelphia, Pa.
kriegerarchitects.com

HONORABLE MENTION

DANIEL CONTELMO ARCHITECTS
Poughkeepsie, N.Y. | dtcarchitects.com



Photos: Lecy Bros.

Photos: Jenn Cohen Photography

Whole House Less Than $300,000

GOLD

ARCHITECTURAL WORKSHOP
DENVER, COLO.
archshop.com

Designer: Mark Bowers, AIA
Project location: Centennial, Colo.
Square footage before: 2,300
Square footage after: 2,640
Project cost: $250,000

Located in a FEMA-designated floodplain, the mid-century modern home had to keep the same footprint, so the design team offered a more efficient layout. Relocating mechanical equipment and storage shelving to an existing crawlspace recaptured usable square footage in the basement—which had been partially finished—to create a guest suite with a full bathroom and walk-in closet.

The open floor plan with new, custom built-ins provides space distinction on the main level while offering 360-degree views of the extensive front and backyard. The office space and dining room share a see-through gas fireplace, and the master suite now includes a five-piece bathroom, walk-in his-and-hers closets, and a fireplace. Laundry and a powder room were added to the main floor.

SILVER

THIEL AND THIEL
Colleyville, Texas | thielandthiel.com

BRONZE

SOCKEYE HOMES
Kent, Wash. | sockeyehomes.com

Photos: Shelly Harrison Photography

Historic Renovation

GOLD

SLOCUM HALL DESIGN GROUP
WATERTOWN, MASS.
slocumhalldesign.com

Project location: Newton, Mass.
Square footage before: 10,000
Square footage after: 13,500
Project cost: $4.5 million

Originally built in 1896 by textile industrialist Charles Riley, the mansion underwent an interior renovation and restoration with the addition of an attached carriage house. The goal had been to return the mansion to its Gilded Age heritage—but with modern updates for a young family of six—and ensure the formal spaces appeared the same as they were when the residence was completed.

Borrowing space from a walk-in pantry created a larger kitchen, and a previously enclosed porch is now a window-lined breakfast room. A three-bay garage with guest accommodations was built and connected to the home, replacing a sold-off carriage house. Additional square footage in the newly finished basement allows for a laundry room, theater, gym, hair salon and a steam room.

SILVER

JAN GLEYSTEEN ARCHITECTS
Wellesley, Mass.
jangleysteeninc.com

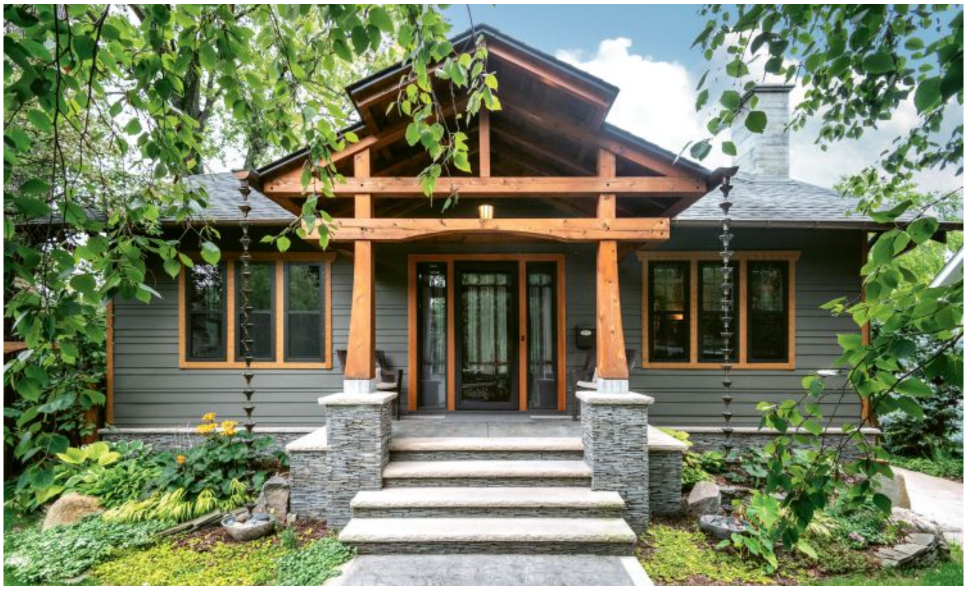
BRONZE

CLASON REMODELING COMPANY
Ossipee, N.H.
kaclasoncorp.com

HONORABLE MENTION

GTM Architects
Bethesda, Md.
gtmarchitects.com

Photos: Mantis Design + Build, LLC



Exterior Facelift

GOLD

MANTIS DESIGN + BUILD
MINNEAPOLIS, MINN.
mantisdesignbuild.com

Designer: Paul Linnebach
Project location: Minneapolis, Minn.
Square footage: 2,600
Project cost: $130,000

Eager to breathe new life into their 1924 Craftsman home, a family of five desired to update its exterior to modernize the look while preserving its original spirit. They sought to create the feel of a beautiful Zen sanctuary by incorporating stylistic elements that had inspired them in travels to Asia, and they wanted to include as many natural elements—wood, water, stone, light—as possible.

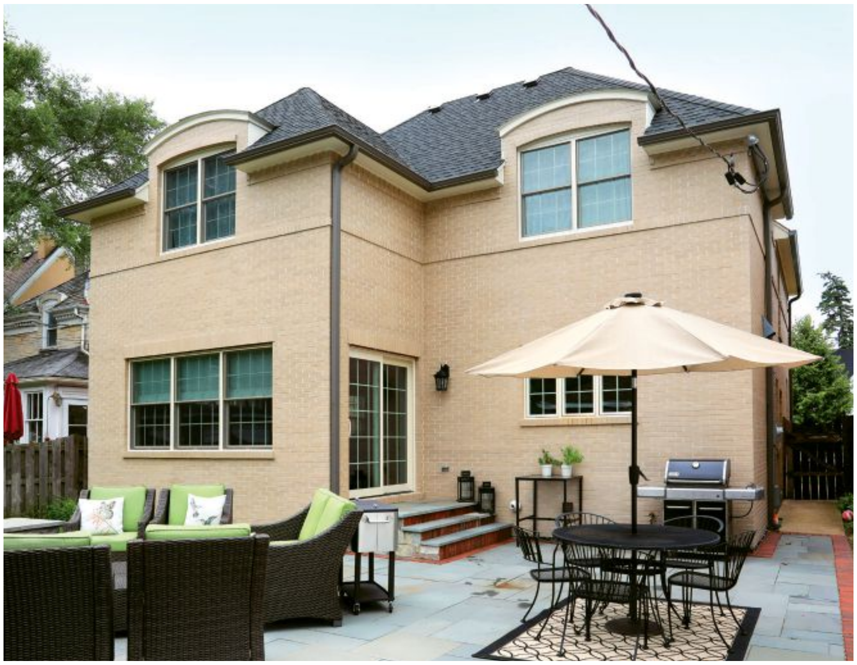
Expanding the portico created the aura of a temple entrance, something elegant and welcoming that makes people feel as if they are entering a sacred space. The timber frame uses graceful cuts of cedar wood, and the steps were formed from Indiana limestone and concrete stamped with a slate imprint. The perimeter of the roof is bordered by half-round copper gutters and downspouts.

SILVER

GALLAGHER CONSTRUCTION
Bellevue, Wash.
gallagherconstructionllc.com

BRONZE

HOFFMAN WEBER CONSTRUCTION
New Brighton, Minn.
hwconstruction.com



Addition More Than $250,000

GOLD

NORMANDY DESIGN BUILD REMODELING
HINSDALE, ILL.
normandyremodeling.com

Designer: Maury Jones
Project location: Chicago, Ill.
Square footage before: 1,850
Square footage after: 2,630
Project cost: $350,786

The urban homeowners felt their house lacked the space, functionality and modern conveniences needed for their active family. They contemplated moving but decided to pursue an addition with a functional layout and elements of organization. The company had to receive a variance to build the two-story addition and maximize its square footage in order to meet zoning requirements.

A new family room with access to the backyard and large, arched openings between rooms offer a more open concept. The expanded kitchen now features modern appliances, a seated island and an overall light-and-bright transitional style. The second floor of the addition enlarged an existing bedroom space, added a new bedroom and created a three-piece bathroom for the three children.

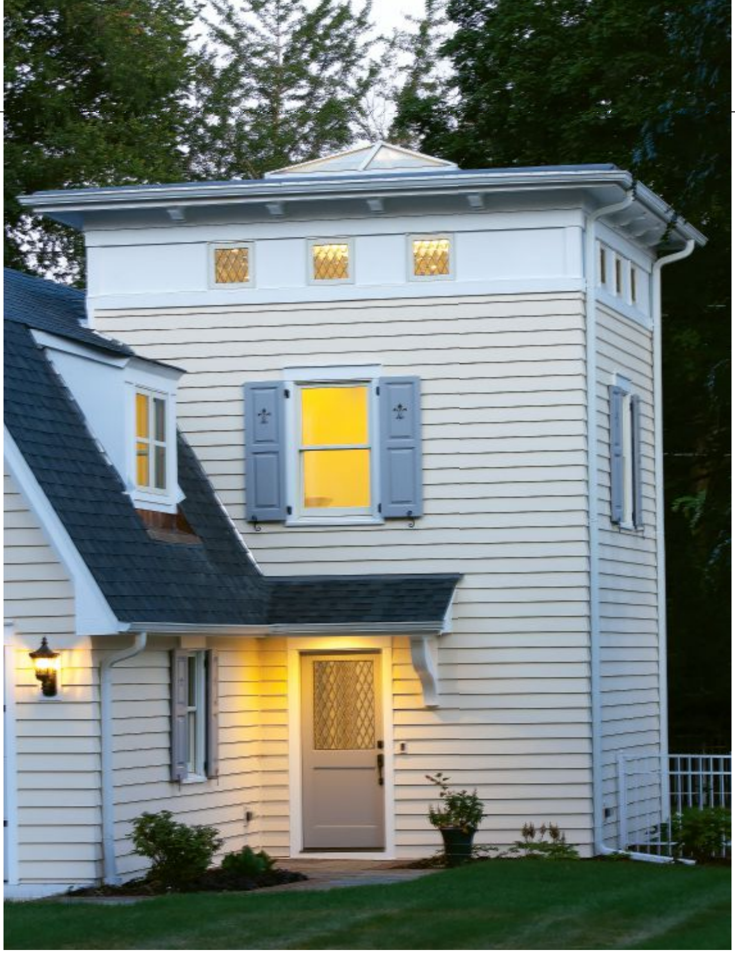
SILVER

ARCHIA HOMES
Duxbury, Mass.
archiahomes.com

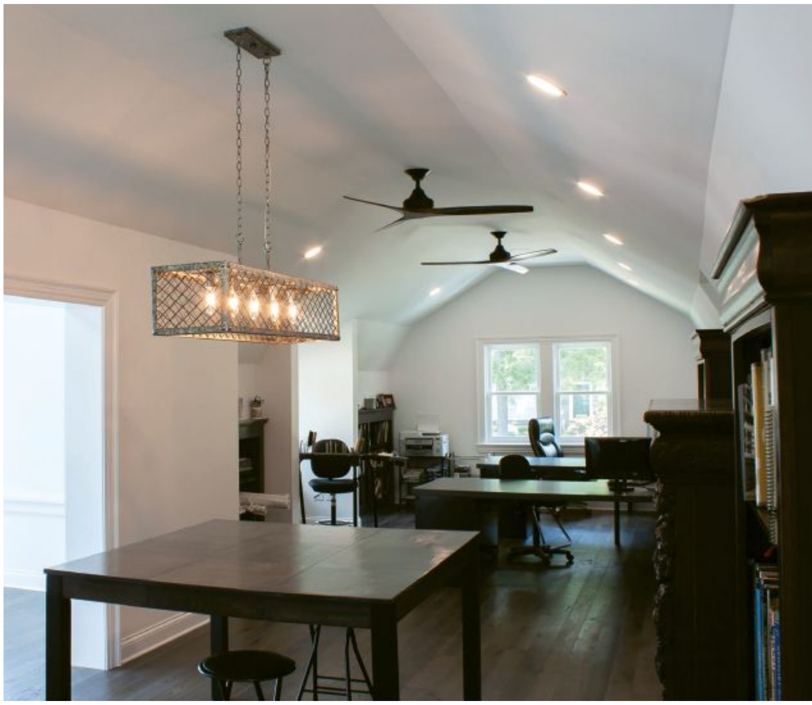
BRONZE

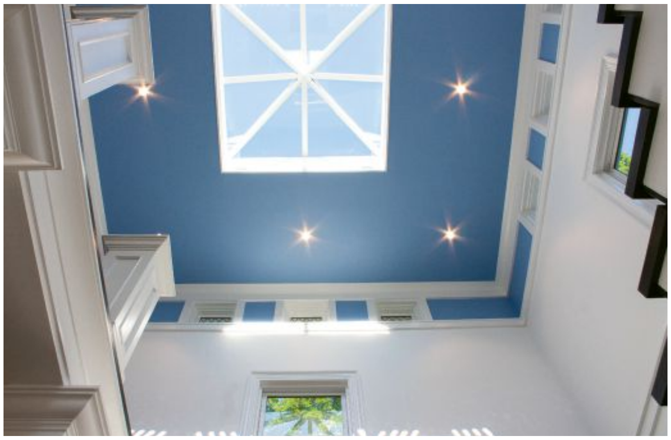
WRIGHT CONSTRUCTION COMPANY
Mount Holly, Vt.
wrightconstruction.com

Photos: Normandy Remodeling



Photos: Christopher Derrick





Addition Less Than $250,000

GOLD

DERRICK ARCHITECTURE
WHEATON, ILL.
derrickarchitecture.com

Project location: Wheaton, Ill.
Square footage before: 3,419
Square footage after: 4,546
Project cost: $194,000

The project involved adding an office for three people with plenty of layout space, a semi-private conference room, client bathroom and a new private-entry sequence. Because the addition is part of an existing single-family house, it required a private entry and the ability to close off the new portion of the office from the remainder of the home. Setbacks and budget kept the project small.

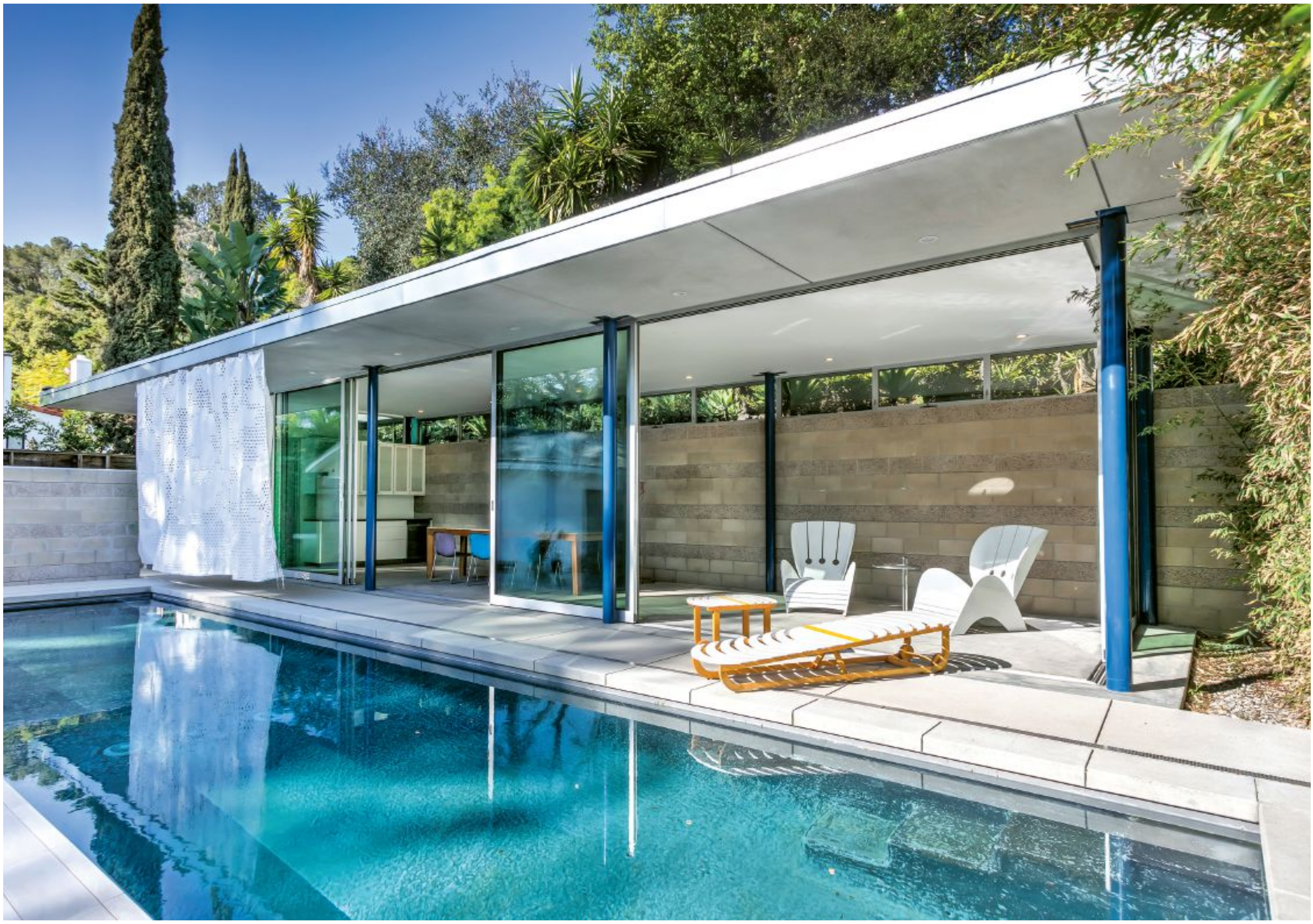
The addition had to be sympathetic to the existing Dutch Colonial design while also meeting the program requirements. A stairway designed as an unexpected feature wraps around and over the entry space, forming two walls of the stair tower. The pyramidal skylight provides an excellent visual focal point, and the adjacent walls were painted the color periwinkle to simulate the sky.

SILVER

MICHAEL NASH DESIGN
BUILD & HOMES
Fairfax, Va. | michael-nash.com

BRONZE

LONGLEY KITCHENS
Fort Myers, Fla.
longleykitchens.com



Photos: Michael Arden/Arden Photography

Outdoor Living

GOLD

JOHN V. MUTLOW ARCHITECTS
LOS FELIZ, CALIF.
mutlowarchitects.com

Project location: Los Angeles, Calif.
Square footage: 550
Project cost: $300,000

Designing a pool house that sets into the hillside with transparency, continuation of space and minimal intrusion into the garden became the main focus of the project. The existing hillside retaining wall, therefore, was removed and set back into the hillside to minimize intrusion into the rear garden.

The roof and supporting columns are independent of the wall in order to reinforce the floating and transparent quality of the sunroom and pool house. The 6-inch reinforced concrete floor and the 12-inch filled concrete block wall serve as a heat sink in the winter because they are heated by the low-level sun. In the summer, with nightly flushing, they keep the sunroom cool.

SILVER

ARCH-INTERIORS DESIGN GROUP
Beverly Hills, Calif.
archinteriors.com

BRONZE

BLUESTONE CONSTRUCTION
Henderson, N.C.
bluestoneconstruction.com

Detached Structure

GOLD

CRINER REMODELING
NEWPORT NEWS, VA.
crinerremodeling.com

Project location: Hampton, Va.
Square footage: 1,250
Project cost: $585,000

The homeowners had a gorgeous marble patio and custom in-ground pool that they could not use because there was no shade—the sun reflected off the marble, even on overcast days. Building a pool house with an extended roofline created the deep shade they needed to enjoy the space. The roofline (and the resulting shade) were modeled to predict the shadows throughout the day and year.

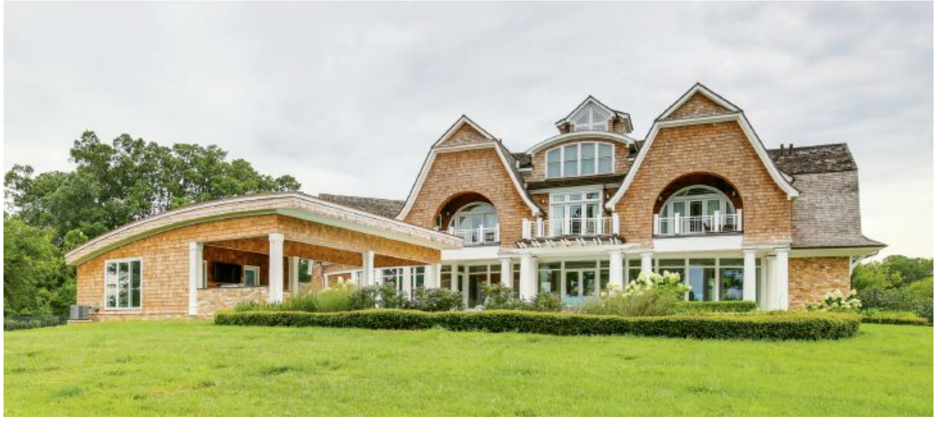
An outdoor kitchen underneath the extended roof added more function to the project and helped integrate the new with the old. To match the existing house, which has cedar shake with unique curved rooflines, the design team outfitted the pool house with cedar shake siding and a curved, standing seam metal roof. The structure also stands on its own as an architectural composition.

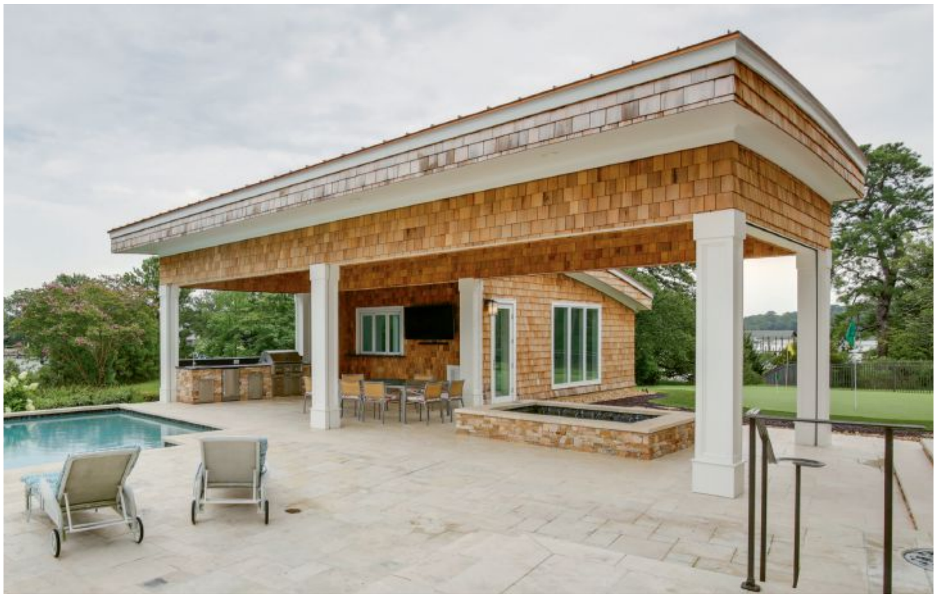
SILVER

ROBERTS ARCHITECTS AND CONSTRUCTION
Evanston, Ill.
robertsarchitectsltd.com

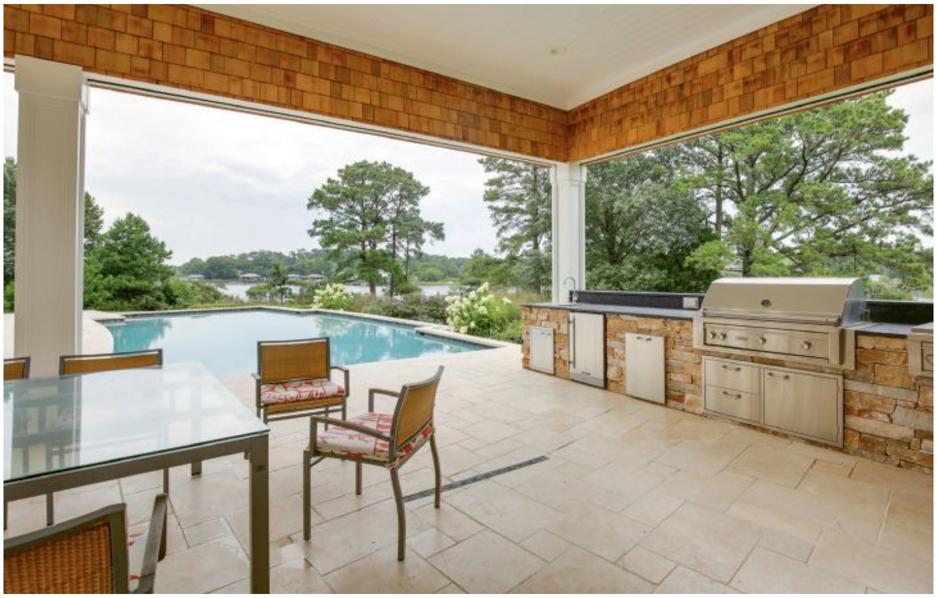
BRONZE

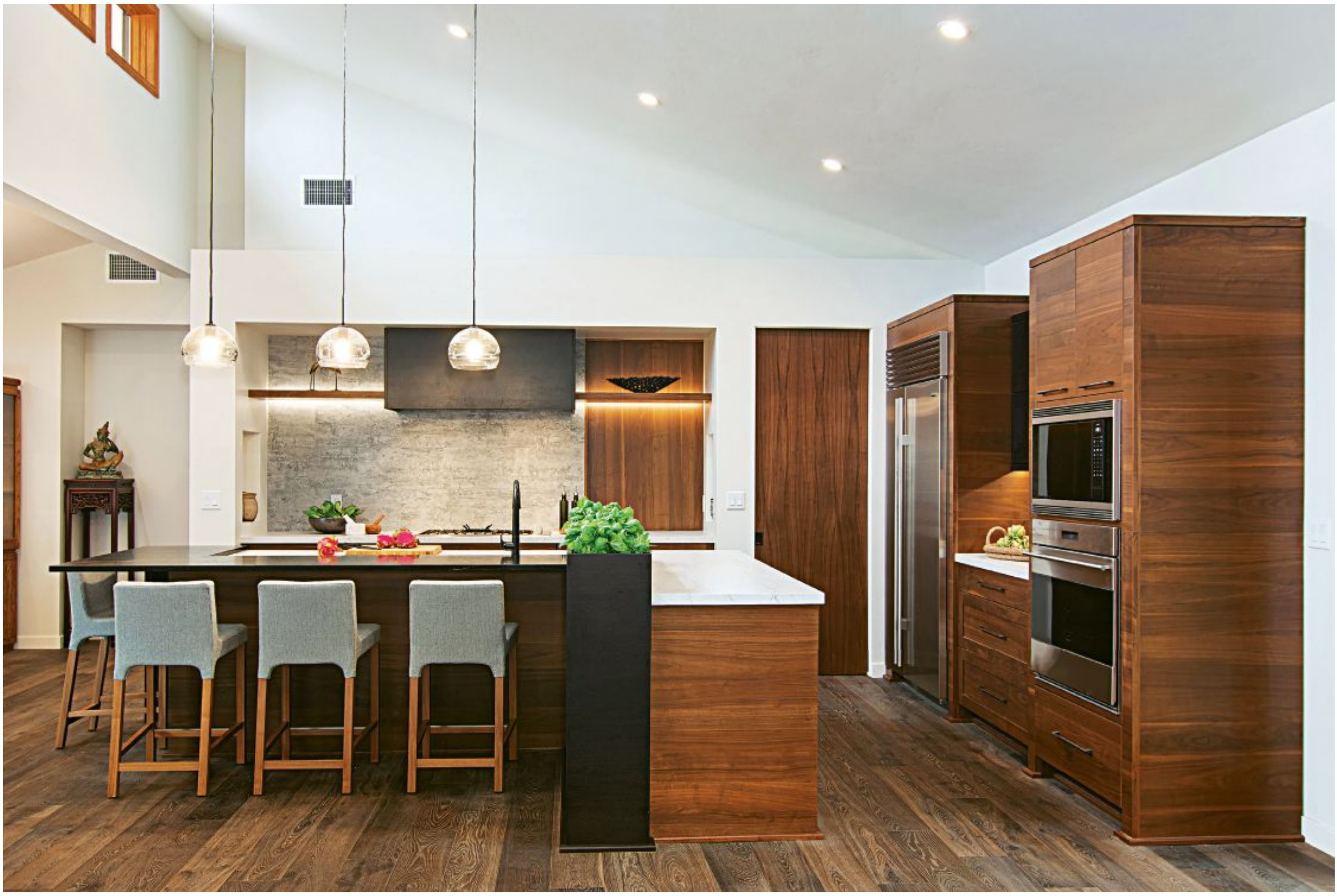
DECKS AND MORE
Smyrna, Ga.
Decksandmore.biz





Photos: Sheila Ponthieux/Virtual Tidewater





Photos: Jackson Design and Remodeling

Kitchen More Than $150,000

GOLD

JACKSON DESIGN AND REMODELING
SAN DIEGO, CALIF.
jacksondesignandremodeling.com

Project location: Poway, Calif.
Square footage before: 150
Square footage after: 227
Project cost: $185,000

Intended for a retired couple who plan to pass the home to their daughter someday, the kitchen balances cabin-like warmth with crisp, modern design. The original home was dark and confined with 8-foot ceilings and outdated elements, and the kitchen had been closed off from the rest of the house. The daughter wanted a kitchen inspired by the future that her parents could use today.

Repositioning the front door and kitchen, removing walls, rearranging windows and raising the ceilings produced a dramatically more open and appealing space. The kitchen now emphasizes clean lines and an artfully designed layout that experiments with volume, texture and color. An L-shaped island and innovative herb garden provide an abundance of storage and counter space.

SILVER

NEXT STAGE DESIGN + BUILD
San Jose, Calif.
nextstagedesign.com

BRONZE

ONE ELEVEN LTD.
Las Vegas, Nev.
oneelevenltd.com

Kitchen $75,000-$150,000

GOLD

OA DESIGN + BUILD + ARCHITECTURE
MINNEAPOLIS, MINN.
oadesignbuild.com

Project location: Oakdale, Minn.
Project cost: $109,973

The owners of a 1956 Atomic Ranch—a rare, mid-century modern home—wanted a kitchen that respected the architecture of the house and offered modern amenities while improving countertop and storage space. The residence had been remodeled by a previous owner in the 1980s; therefore, the kitchen and layout were not original. The current owners sought a more contained kitchen space.

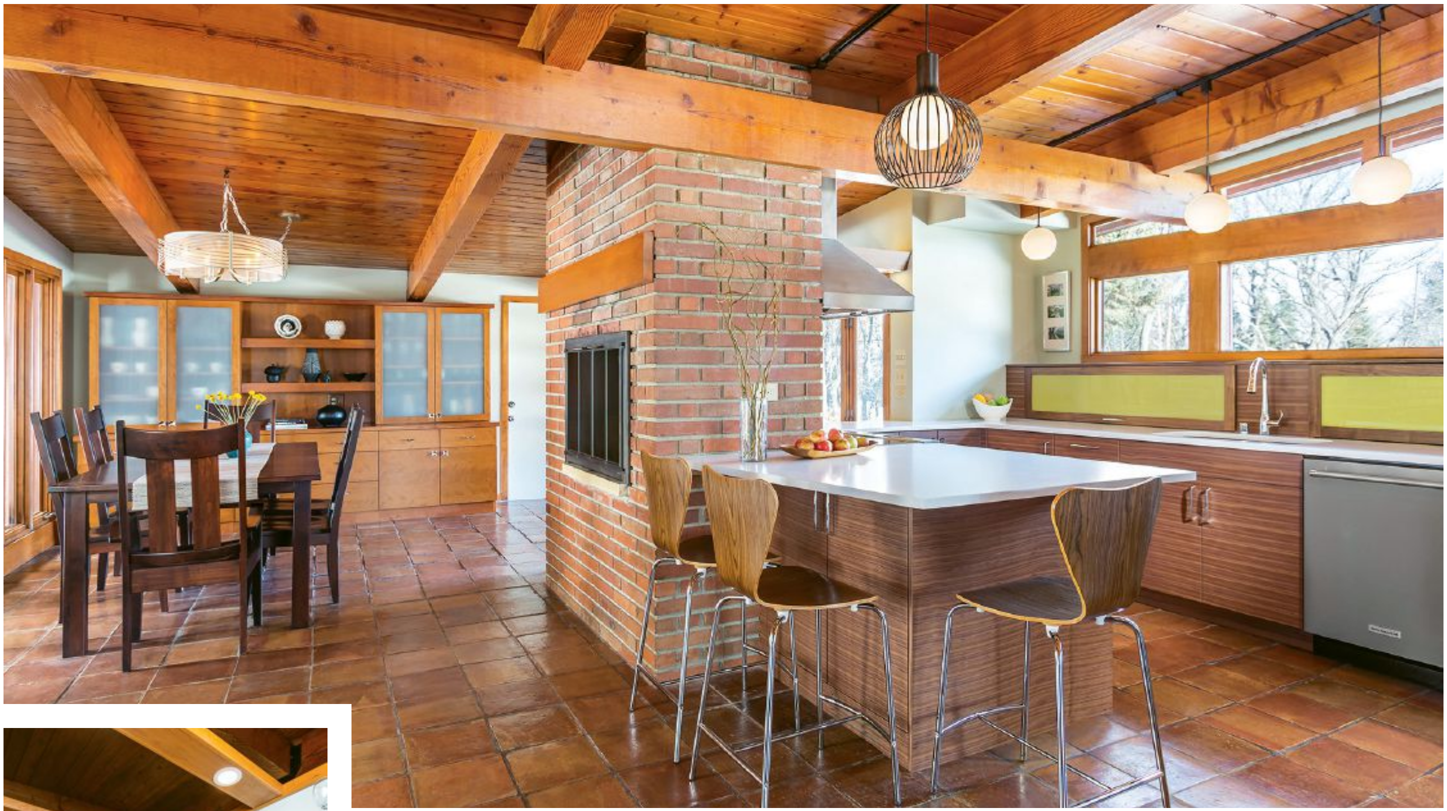
Taking cues from the original layout, one of the two connections to the living room were closed off, creating a walk-in pantry. By also partitioning the kitchen at the entry, the company created a transitional space still visually connected while maintaining a functional separation, picking up an additional 6 feet of counter space. A series of custom light valances mimic the existing house.

SILVER

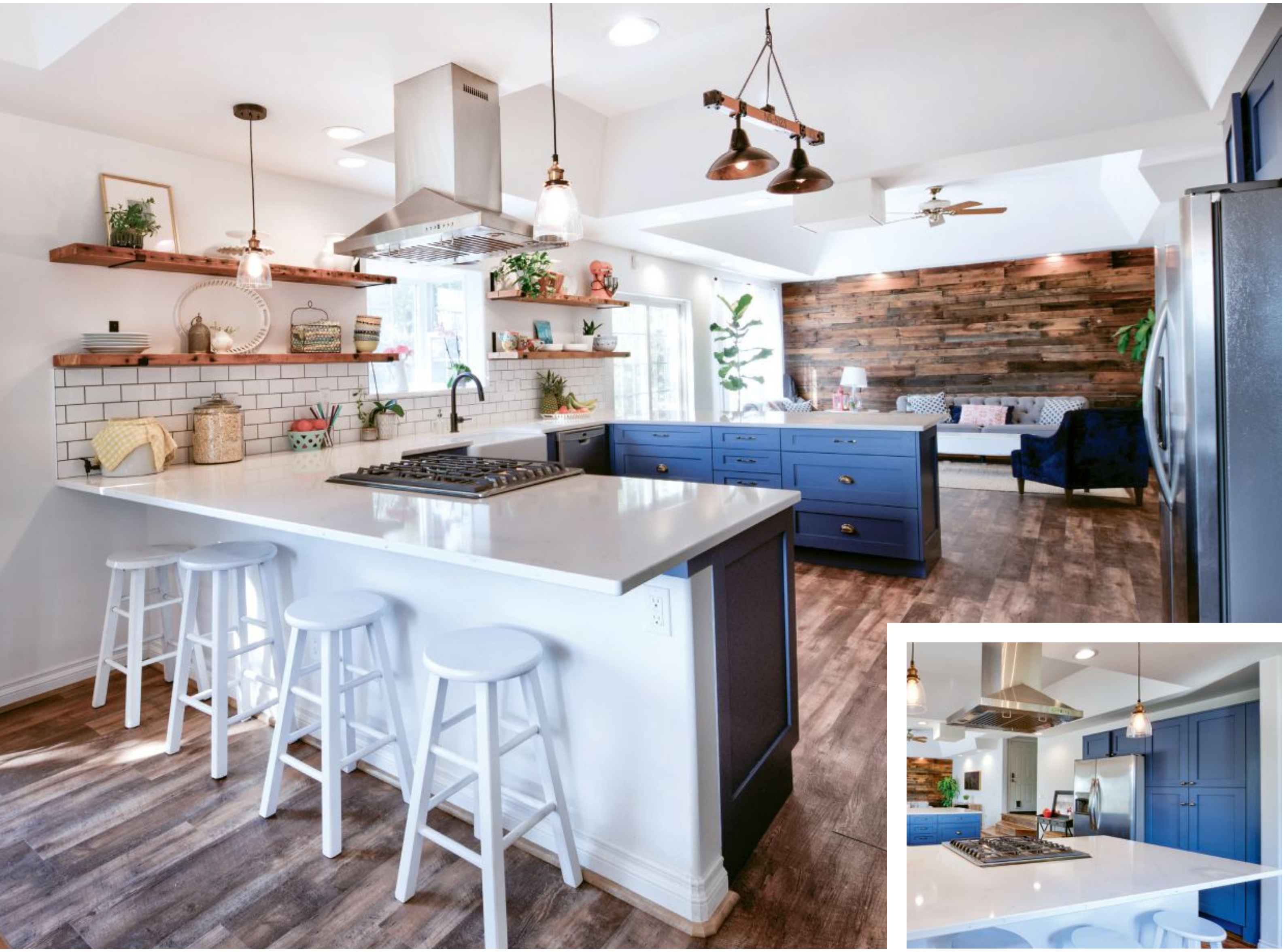
NORMANDY DESIGN BUILD REMODELING
Hinsdale, Ill.
normandyremodeling.com

BRONZE

SOCKEYE HOMES
Kent, Wash.
sockeyehomes.com



Photos: Andrea Rugg/Andrea Rugg Photography



Photos: Mike Beiser

Kitchen Less Than $75,000

GOLD

EALY CONSTRUCTION
MOSCOW, IDAHO
ealyconstruction.com

Project location: Moscow, Idaho
Square footage: 580
Project cost: $65,791

After the clients discovered extensive water damage in the subfloor of their kitchen, they started to dream about what the kitchen could become: an open, bright and inviting space for family and guests alike. Separate kitchen and dining areas had left them feeling isolated and cramped when sitting around the dining table. As their frustration grew, so did the mold beneath their kitchen cabinets.

Because of budget constraints, the company had to work with the existing soffits and can-lighting locations, which left almost no room to alter the layout. Combining the kitchen and dining rooms into a communal space allowed for two breakfast bars that tie them together. The farmhouse sink and chandeliers reinforce a farmhouse theme, and relocated light switches improve functionality.

SILVER

S&W KITCHENS
Longwood, Fla.
sandwkitchens.com

BRONZE

SCHULTE RESTORATIONS
Hopewell, N.J.
schulterestorations.com

HONORABLE MENTION

KNUTSON RESIDENTIAL DESIGN
St. Paul, Minn.
knutsonresidentialdesign.com

Bathroom More Than $75,000

GOLD

SOCKEYE HOMES
KENT, WASH.
sockeyehomes.com

Project location: Auburn, Wash.
Square footage: 198
Project cost: $85,417

The inspiration for the project came from sandstone statues the homeowners collected during their travels in Bali. Situating the figurine display niche so it could be seen from every angle in the bathroom (shower, tub, vanity and closet) along with being visible from the master bedroom presented the biggest challenge. Their existing bathroom was outdated and compartmentalized.

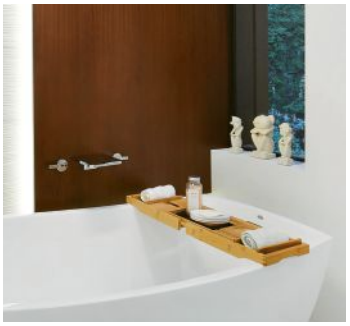
Relocating and reducing the size of the master bedroom door and framing in a large portion of that wall made a double vanity possible, along with an enlarged shower open to the rest of the bathroom. Most important was keeping a tub and making it the focal point of the space instead of an eyesore. Adding cabinetry to the closet and reframing it created an extension of the bathroom.

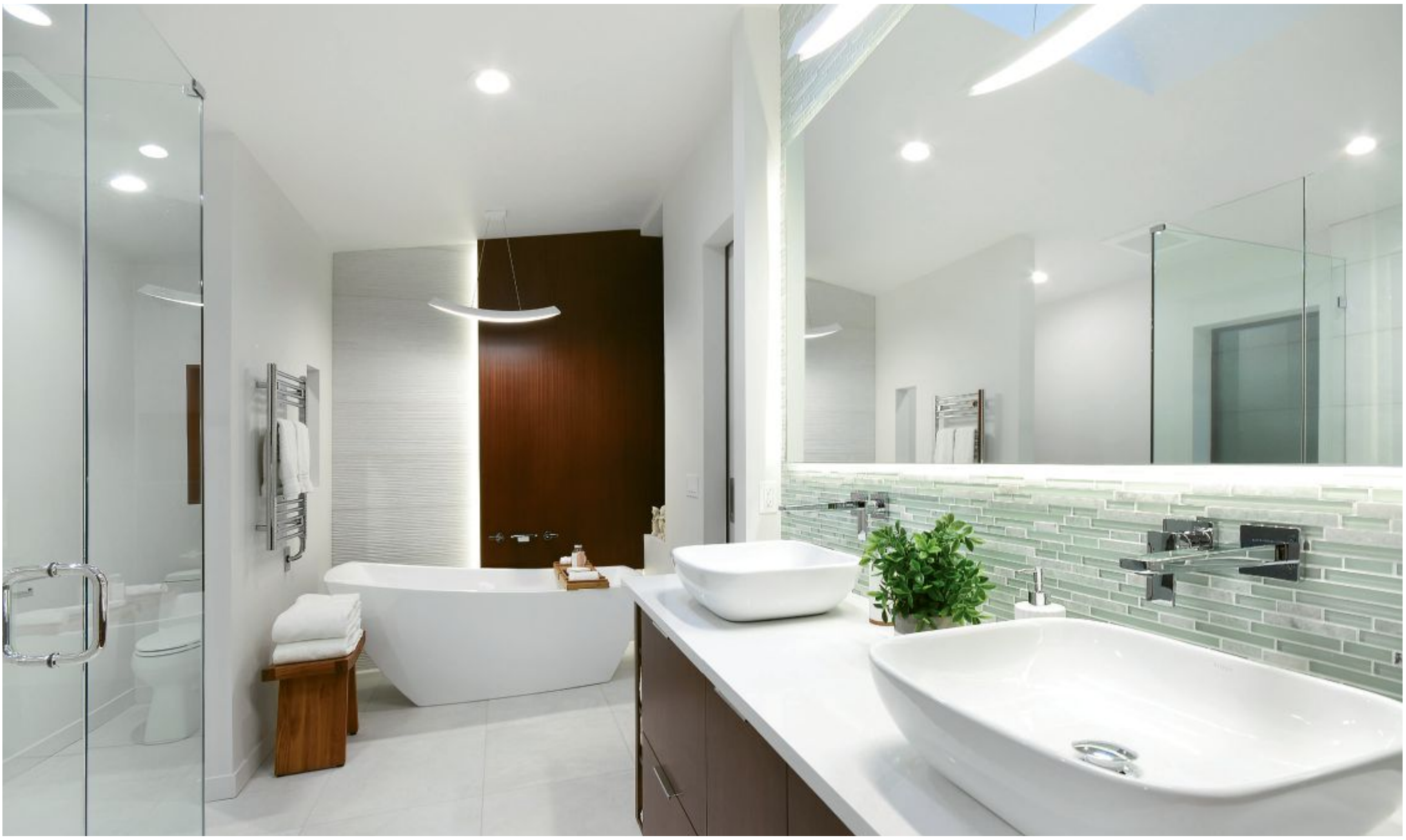
SILVER

ITALKRAFT
Miami, Fla.
italkraft.com

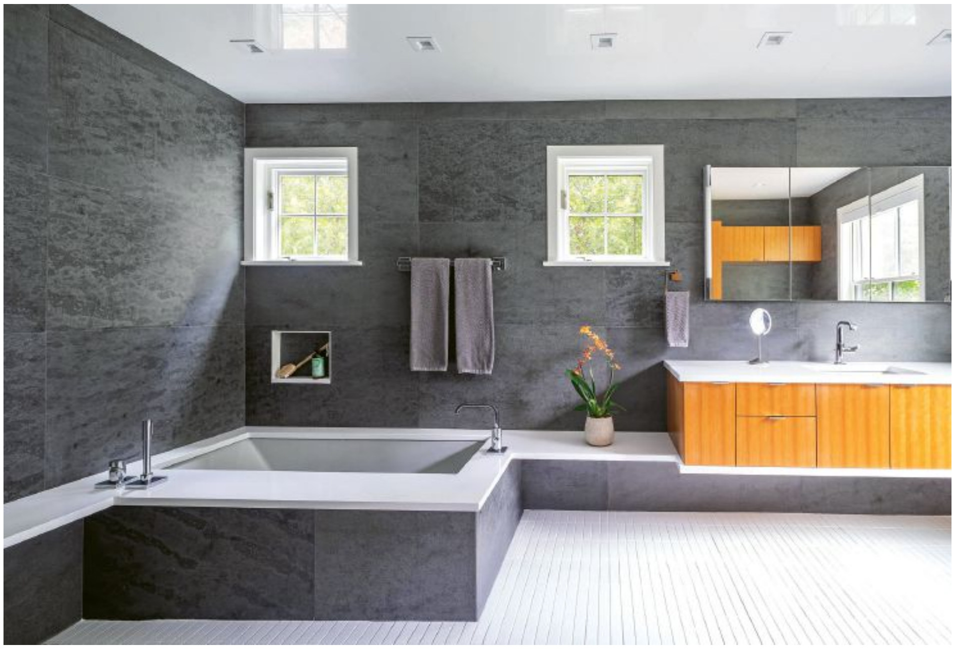
BRONZE

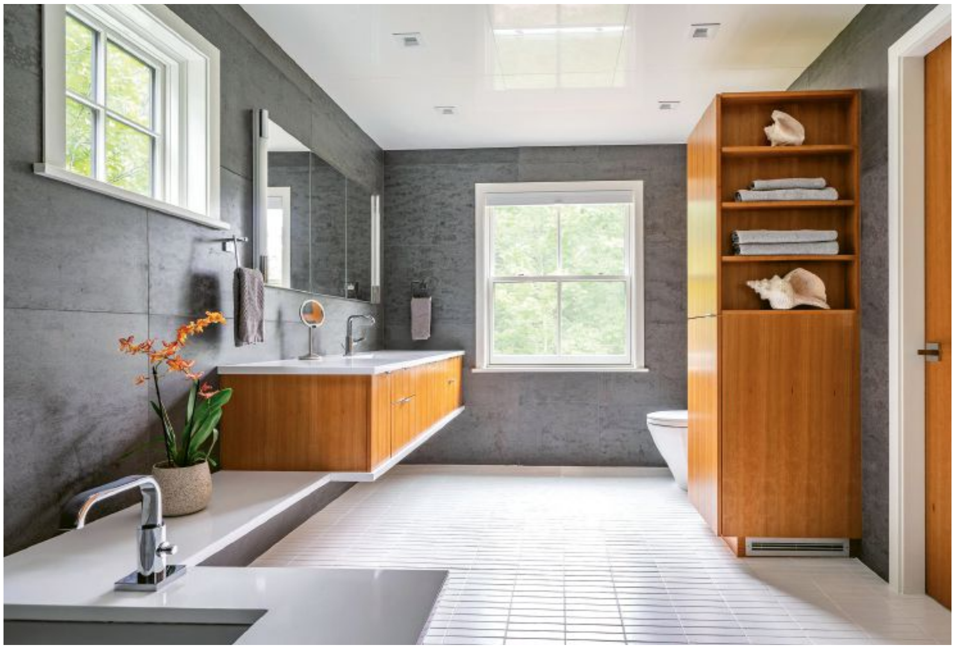
DEEP RIVER PARTNERS
Milwaukee, Wis.
deep-river.com





Photos: Tod Sakai/Sockeye Homes





Photos: Eric Roth

Bathroom $50,000-$75,000

GOLD

WOLF ARCHITECTS
BOSTON MASS.
wolfarchitects.com

Builder: King Builders
Project location: Weston, Mass.
Square footage before: 152
Square footage after: 220
Project cost: $73,780

The bathroom remodel, part of a larger whole-house renovation and expansion, reorganized an awkward existing first-floor master-suite layout. The new plan includes a soaking tub, along with a large curbless shower, and introduces natural light with new windows connecting the bath to the landscape. The result is a welcoming, restful retreat through good design and innovative material use.

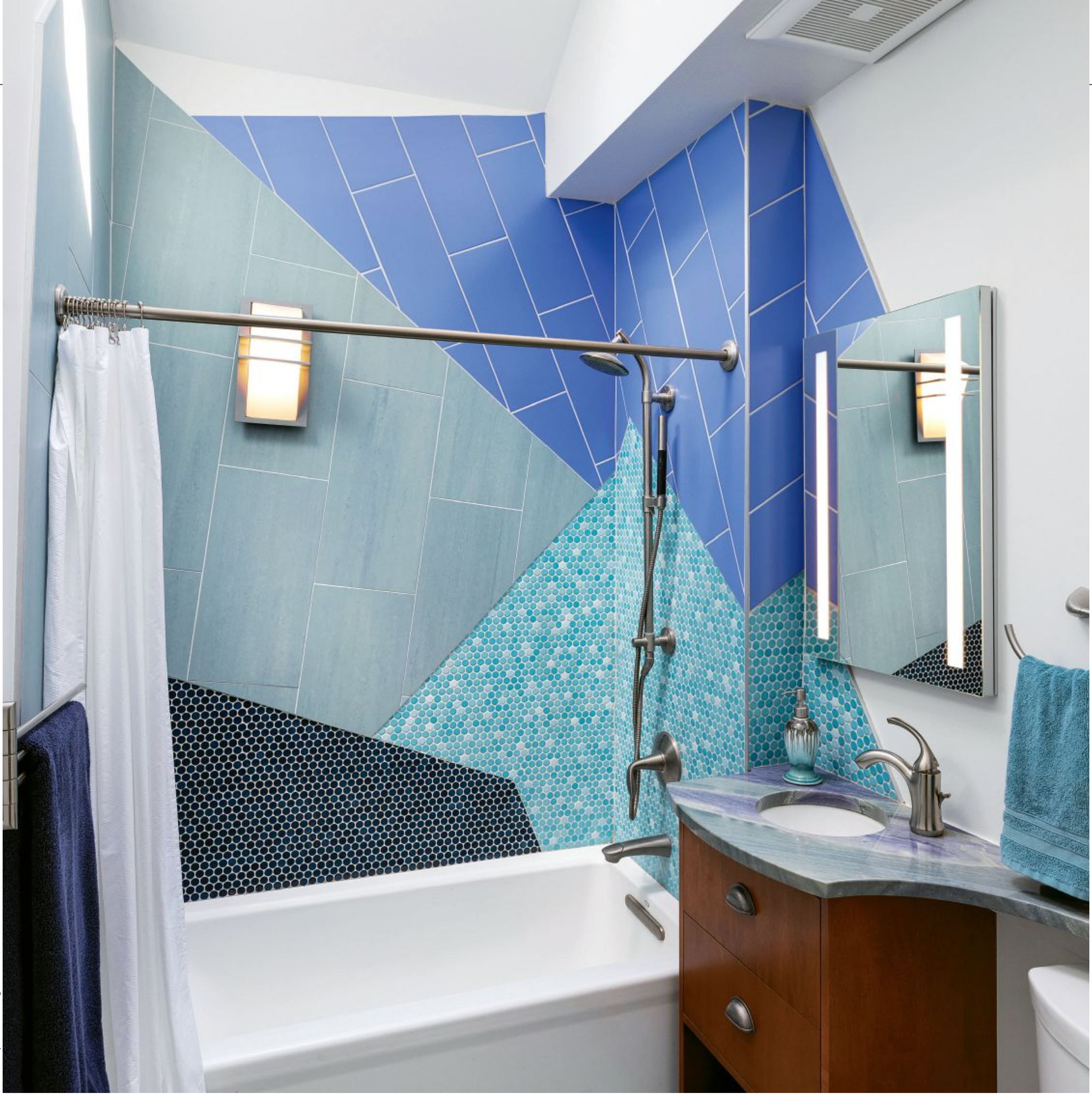
Contrasting oversize, thin-concrete wall panels with visual texture against the clean, white quartz countertop and white porcelain tiles overhead that reflect light creates intrigue. Cabinets made of quarter-sawn, cherry-veneer plywood give a warm color and a vertical expression to balance the horizontal layout of the wall panels and the linear design of a continuous bench seat and counter.

SILVER

CASE DESIGN/REMODELING HALIFAX
Halifax, Nova Scotia
casehalifax.com

BRONZE

MELTON DESIGN BUILD
Boulder, Colo.
meltondb.com



Photos: Spacecrafting

Bathroom Less Than $50,000

GOLD

OA DESIGN + BUILD + ARCHITECTURE
MINNEAPOLIS, MINN.
oadesignbuild.com

Project location: Minneapolis, Minn.
Project cost: $33,524

Although the existing bathroom remained functional, it had fallen victim to mediocrity and failed to take advantage of the vaulted ceiling. The homeowners sought to improve lighting, gain more counter space and create a design that matched their personality and love for the arts. They desired a deeper tub and better humidity control and did not want the entry door to swing in front of the toilet.

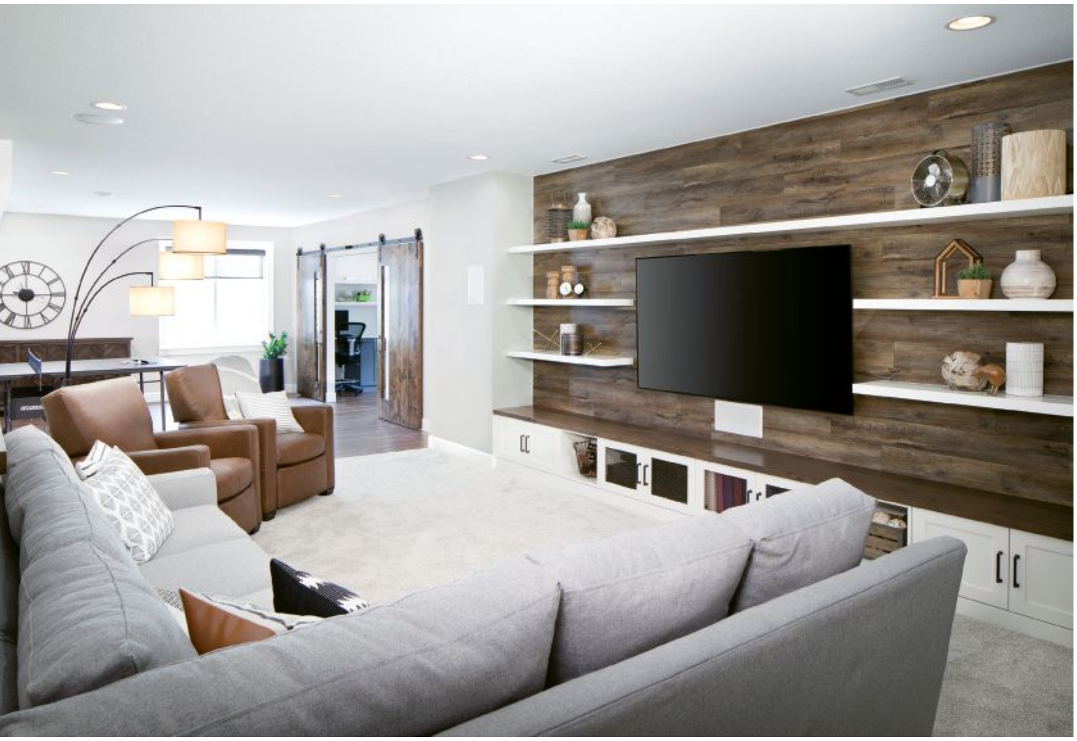
The company installed a pocket door and a vanity with a countertop that flows out over the top of the toilet to acquire additional space. The final design plays off the angles that exist by both acknowledging and defying them. The tile produces a space of its own that pushes beyond the medium of tile to become something more, exemplifying the notion of designing for the client and the space in a personal way.

SILVER

CUMMINGS ARCHITECTS
Ipswich, Mass.
cummingsarchitects.com

BRONZE

S&W KITCHENS
Longwood, Fla.
sandwkitchens.com



Basement

GOLD

MELTON DESIGN BUILD
BOULDER, COLO.
meltondb.com

Designer: Emily Stewart
Project location: Erie, Colo.
Square footage: 6,218
Project cost: $215,000

A busy and tech-savvy family of five wanted to transform their unfinished basement into a fun and functional living space. The client works for a large tech company and needed a computer room. They also wanted desk space for their boys to do their homework, a media area for family movie nights, a craft room, kids' play space, and an extra bedroom and ¾ bath for potential visitors.

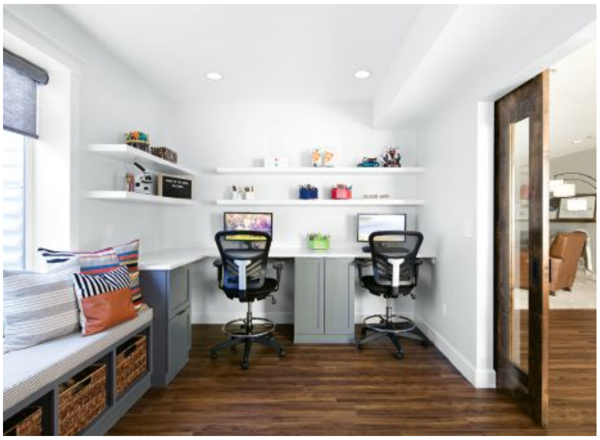
They now have a computer room with four dedicated workspaces where the kids can explore their weekly games, build robots and get their homework done. The media area features a wall that matches the clients' style and has room for a 65-inch TV. The craft room doubles as a guest room when necessary and has access to the bath, which matches the style of the other bathrooms in the house.

SILVER

DAHMS DESIGN
Sabin, Minn.
dahmsdesign.com

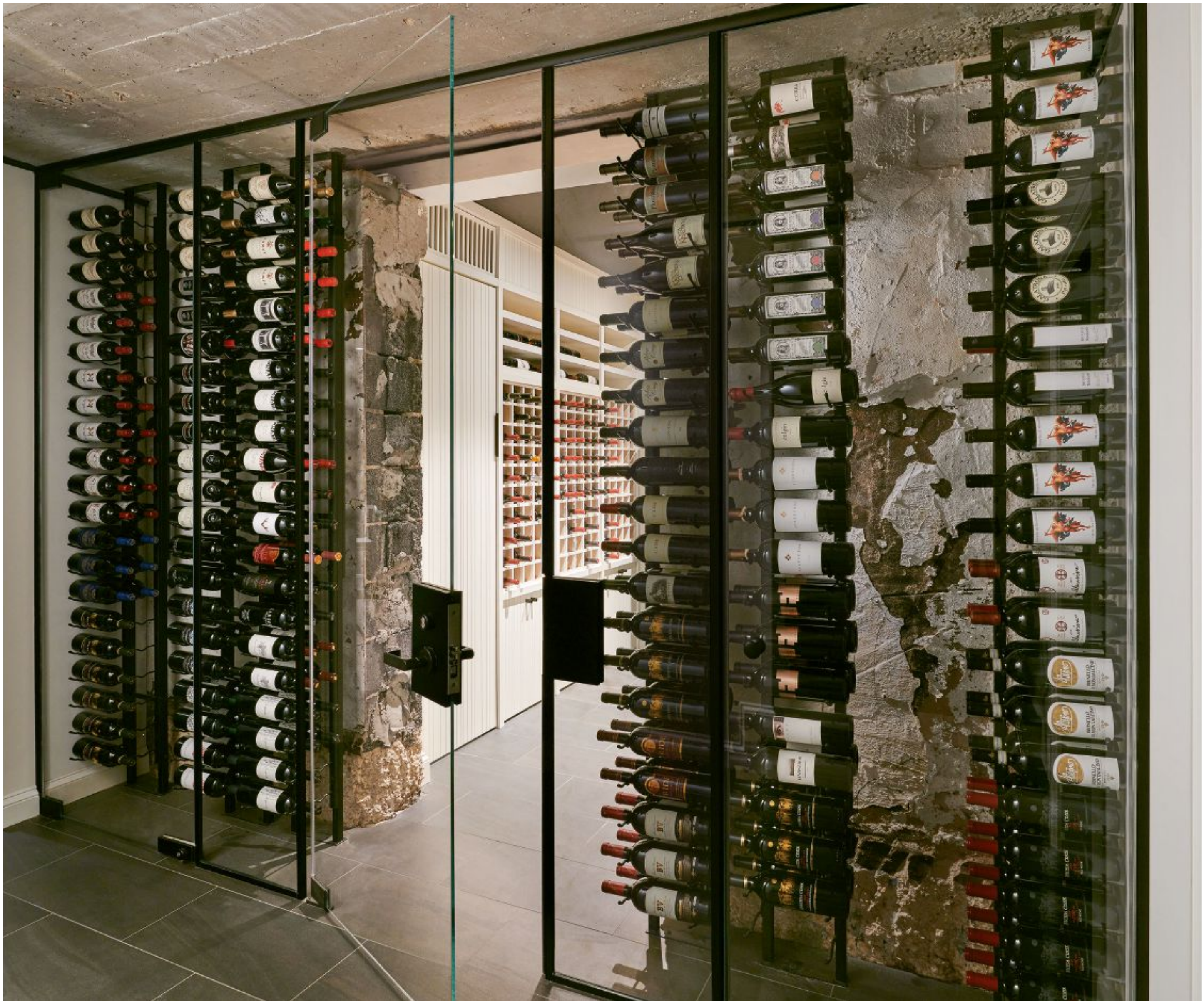
BRONZE

ROCHMAN DESIGN BUILD
Ann Arbor, Mich.
rochmandesignbuild.com



Photos: Mark Quentin/StudioQphoto.com

Photos: Anice Hoachlander



Residential Specialty

GOLD

DONALD LOCOCO ARCHITECTS
BETHESDA, MD.
lococoarchitecture.com

Project location: Arlington, Va.
Square footage before: 65
Square footage after: 90
Project cost: $35,000

After demolishing a workroom, the company discovered a bunker that was likely a shelter during or after World War II. Instead of dismissing the bunker and its history, a modern wine room was designed to be laced into the existing space with respect to the original construction. Unearthing the shelter presented a challenge, as concrete and rebar were not previously considered materials.

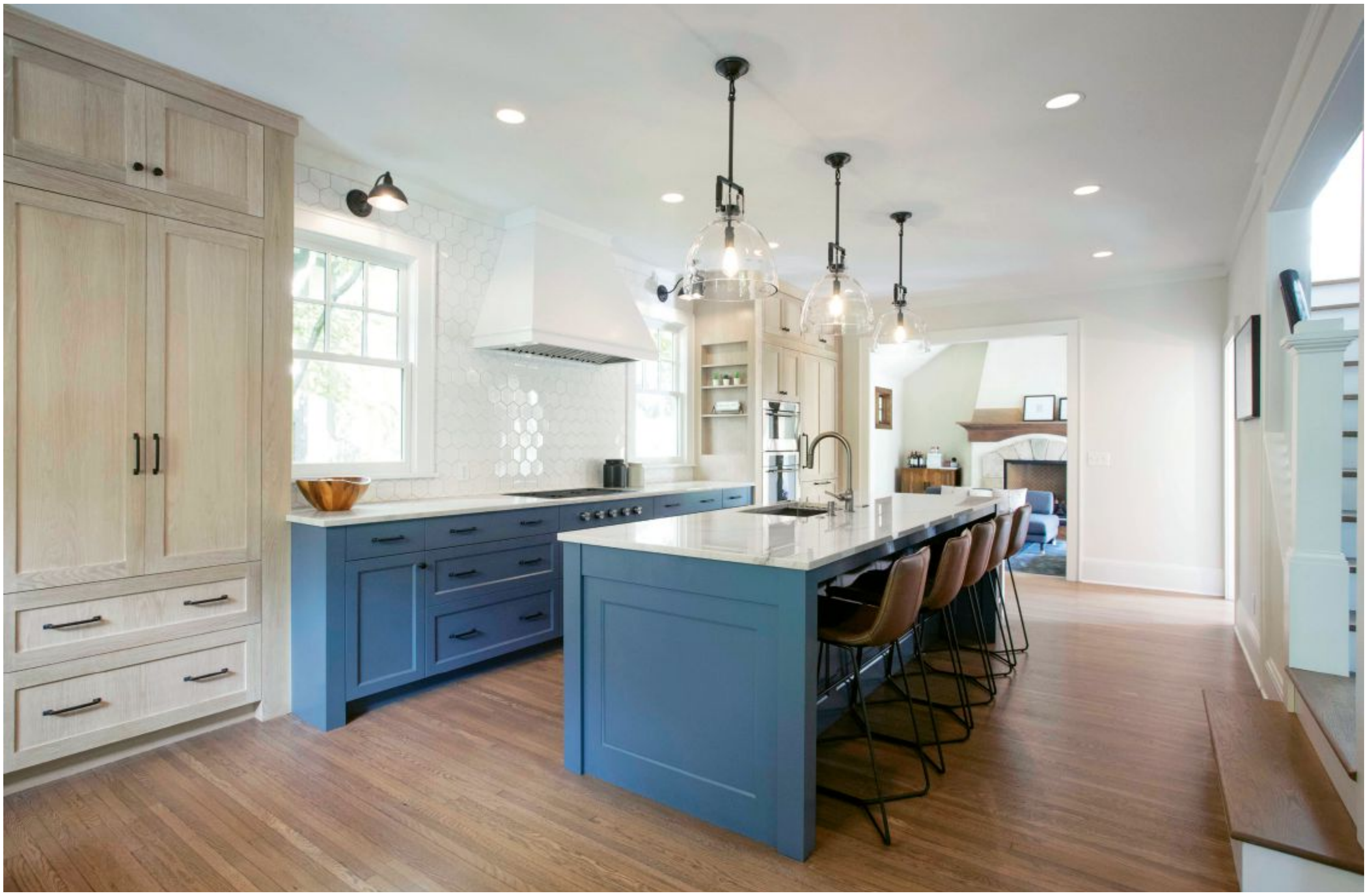
The sheer mass and bearing of the concrete remains a notable feature—its exposure channels the structure's legacy. Sandwiched between the glass and concrete are wine bottles on floating, metal freestanding towers. A second layer of metal scaffolding suspends wines of particular distinction to the homeowner, and the third and final layer is the glass wall that ensures climate control.

SILVER

GROSSMUELLER'S DESIGN CONSULTANTS
Washington, D.C.
grossmuellers.com

BRONZE

DOUG WALTER ARCHITECTS
Denver, Colo.
dougwalterarchitects.com



Photos: TreHus Architects + Interior Designers + Builders

Residential Interior More Than $100,000

GOLD

TREHUS
MINNEAPOLIS, MINN.
trehus.biz

Project location: Minneapolis, Minn.
Project cost: $288,000

The project focused on creating a spacious and open kitchen plan with better access and flow to adjacent spaces, including a more functional living room. Consisting of many cheap, low-quality interior renovations, the existing house looked as though it had been constructed as a theater set. The design needed to revamp this interior architecture while respecting the original architecture.

Removing a wall between the kitchen and formal dining room opened a single, ample space and pushed the functional workspace to one side, allowing traffic to pass through without infringing on the cook. The dining area was compressed by utilizing a built-in bench, which created a cozy nook and enabled the kitchen to stretch into the space. Stairs were opened up to the new kitchen.

SILVER

LEWIS BUILDERS
Carmel, Calif.
johnlewisgroup.com

BRONZE

HOGAN DESIGN & CONSTRUCTION
Geneva, Ill.
hdcbuild.com

Residential Interior Less Than $100,000

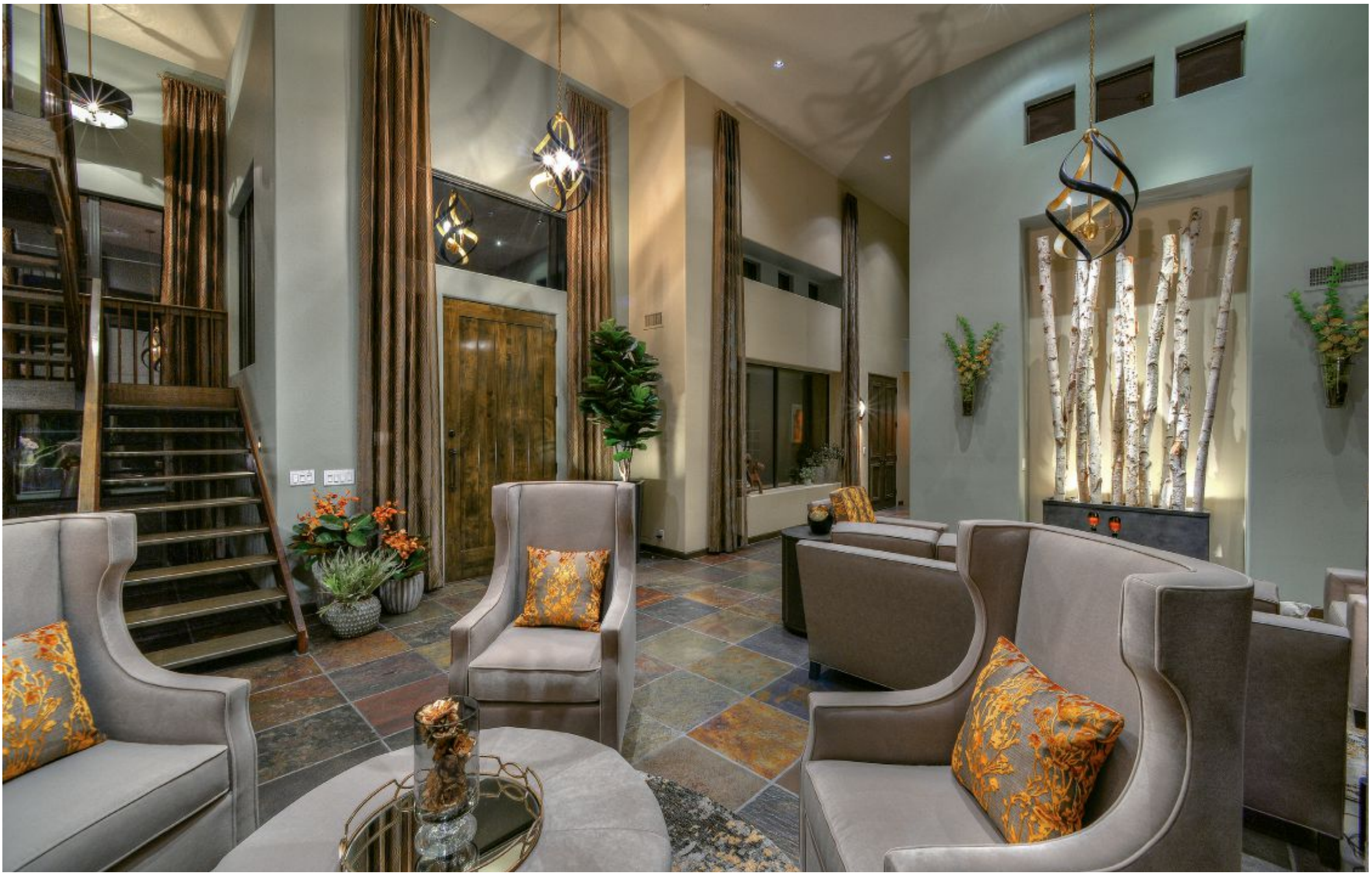
GOLD

55+ TLC INTERIOR DESIGN
SCOTTSDALE, ARIZ.
55plustlc.com

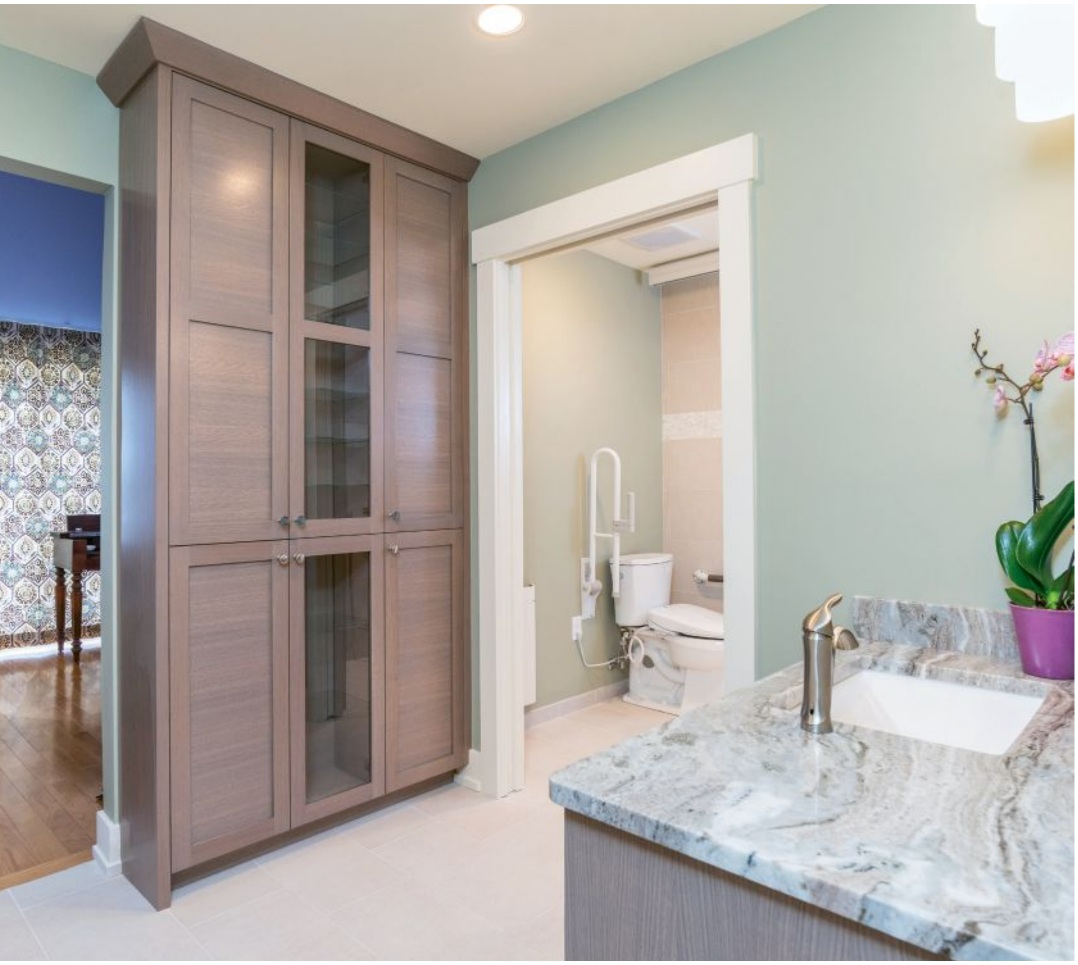
Designer: Bonnie Lewis
Project location: Scottsdale, Ariz.
Square footage: 523
Project cost: $50,000

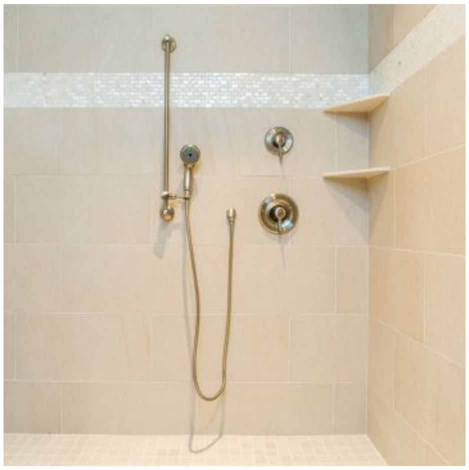
The clients wanted to eliminate their formal dining area and create one large, warm and inviting room for entertaining. They were tired of the cold, commercial-like feeling of the existing space. They sought to keep the slate flooring and have the design incorporate nature, but finding slate that matched the existing floor after the removal of a dining room base cabinet proved to be difficult.

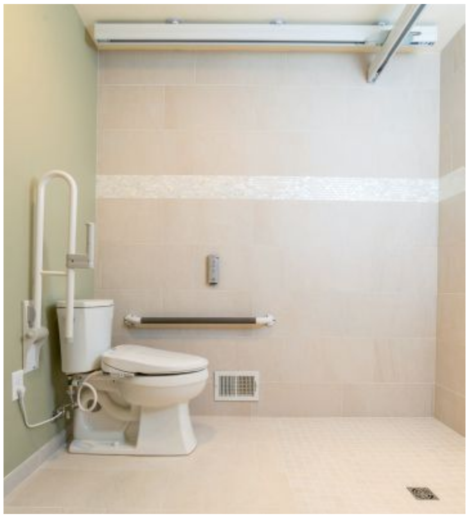
Once the cabinet had been removed, two niches were reconstructed and merged into one large niche to house a new custom-designed planter with real birch tree poles. While no square slate floor tile was readily available to fill in the gap, a 12x24 tile in the same color was sourced and cut at the jobsite. New chandeliers and wall sconces add visual warmth and improve the lighting.



Photos: Marlon De Castro Photography







Photos: John Walsh/Hearthtone Video and Photo

Universal Design

GOLD

MACKMILLER DESIGN+BUILD
EDEN PRAIRIE, MINN.
mackmiller.com

Project location: Bloomington, Minn.
Square footage before: 329
Square footage after: 370
Project cost: $70,426

With the client's multiple sclerosis progressing, the master bathroom was no longer meeting her or her husband's needs. They requested a larger shower/toilet room combination and wanted to move the laundry center to the master closet, so they could design a wheelchair-accessible vanity. They also desired a storage cabinet in the vanity room that contained an area to display artwork.

The cabinetry features taupe-stained, shaker-style doors with horizontal grain. The shower/toilet room combination includes a wall-mounted heater that provides a warm space to bathe and dress. The client now has an accessible hand shower system and a separate showerhead. Widening the doorways and other modifications granted additional room for efficient navigation and comfort.

SILVER

LEGAL EAGLE CONTRACTORS
Bellaire, Texas
legaleaglecontractors.com

BRONZE

SCHROEDER DESIGN/BUILD
Fairfax, Va.
schroederdesignbuild.com

Light Commercial

GOLD

LIGHTHOUSE CONSTRUCTION
DETROIT LAKES, MINN.
lighthouseconstruct.com

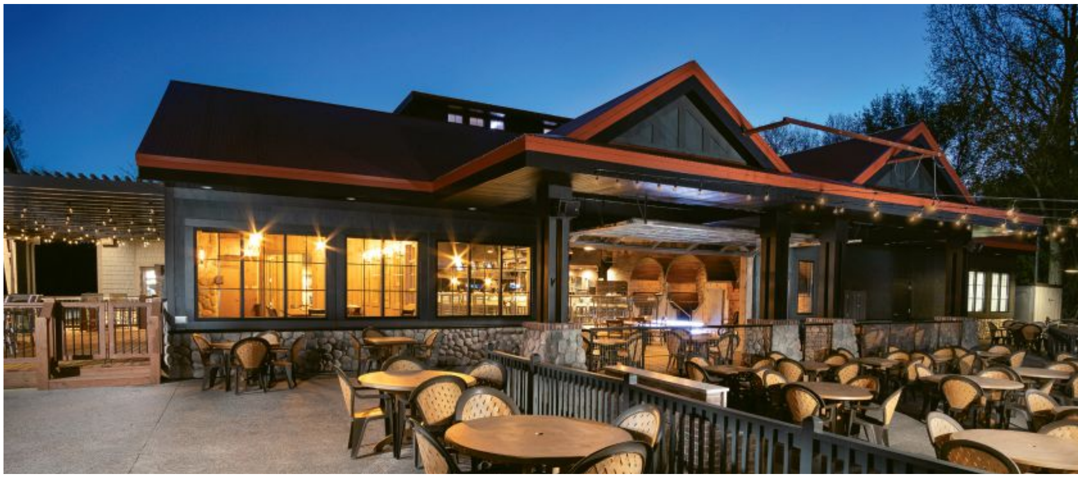
Project location: Alexandria, Minn.
Square footage before: 10,200
Square footage after: 10,880
Project cost: $500,000+

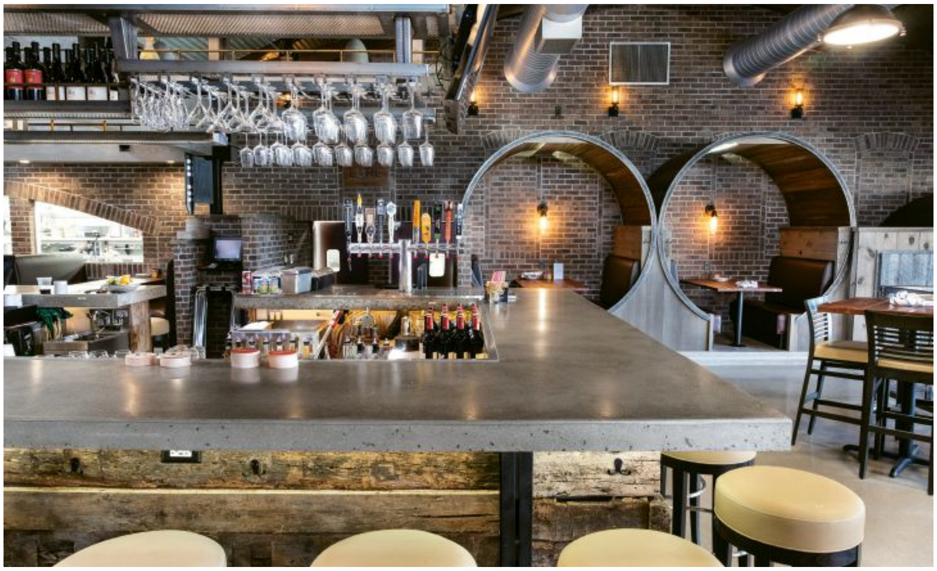
A new ownership group wanted to overhaul the existing facility but keep a Minnesota theme to ensure a memorable experience, so the remodeler combined repurposed wood with new wood, bare concrete, exposed ductwork and custom metal designs. To create a raised and more intimate dining area, the design team utilized native river valley rock—which was custom cut in Bagley, Minnesota—for the big, rustic hearth.

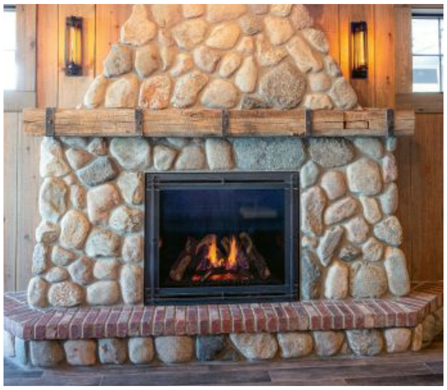
A far cry from its Caribbean-pink past, the new exterior now features its own modern take on a rustic facade. The company transformed the pastel structure using the tones of terra cotta, iron ore and copper, replacing aging white elements with sleek black ones. The exterior wainscotting consists of the same native rock used indoors, and a new deck and pergola addition were included as well.

SILVER
GTM ARCHITECTS
Bethesda, Md.
gtmarchitects.com

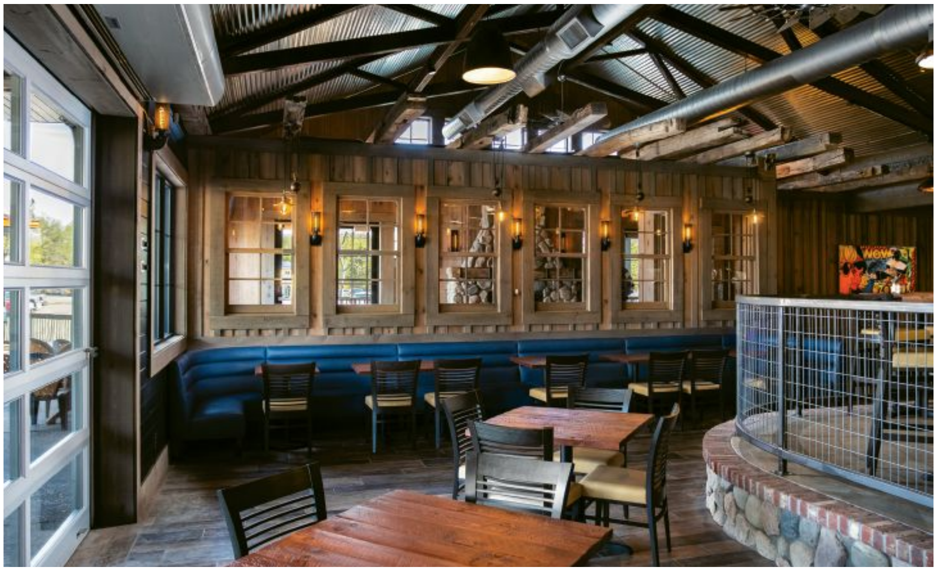
BRONZE
MAKE MINE HOME
Athens, Ga.
makeminehome.net







Photos: Daniel Francis



Photos: TreHus Architects + Interior Designers + Builders

Insurance Restoration

GOLD

TREHUS
MINNEAPOLIS, MINN.
trehus.biz

Project location: Excelsior, Minn.
Project cost: $348,000

Although most of the fire damage was contained to the basement, the entire home suffered from smoke damage, and cleaning would not be sufficient. The whole house needed extensive work to restore the historic residence, but partnering with the insurance company to figure out how much work had to be done to bring it back to its original grandeur became a significant obstacle.

Another challenge was the homeowners wanted to remodel their kitchen in the middle of all the insurance work, so the accounting aspects had to be kept separate. In the end, each detail that had made the home so unique has been replicated and revitalized. The clients no longer smell smoke because of a new HVAC system, and they benefit from a new kitchen that better fits their needs.

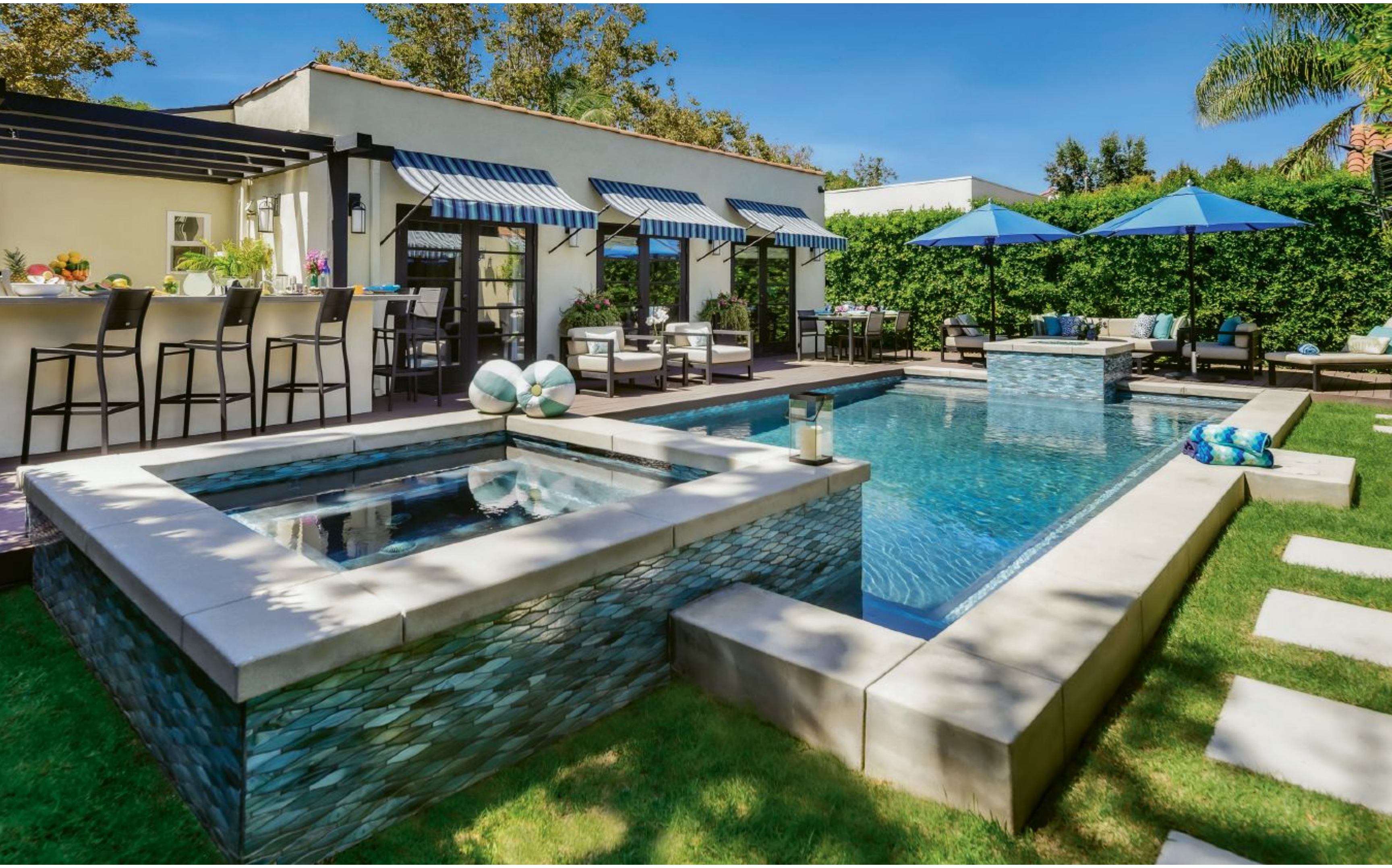
LEVEL UP WITH SAVINGS

Save time and money with The Home Depot's loyalty program built for Pros.

Get bigger, better benefits when you join Pro Xtra — The Home Depot's loyalty program built for Pros. Sign up now to get members-only benefits and business tools that save you time and money. Plus, access your Pro Xtra account anytime, anywhere with The Home Depot mobile app.

Join today at homedepot.com/proxtra

For more info circle 55



Make the Most of Smaller Spaces

Your clients can live big in smaller outdoor spaces. Here are some keys for successfully doing so.

by Patrick L. O'Toole

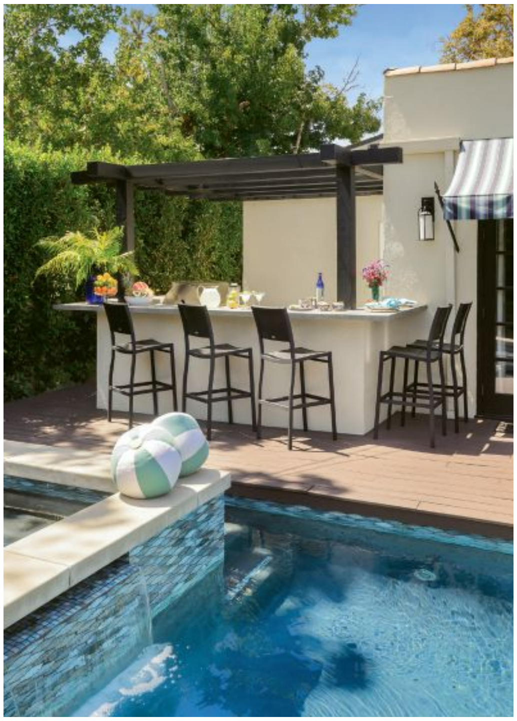
FOR REMODELERS WHO ENJOY designing outdoor living projects (or even those who don't but who get involved in them because a client asks), the task, no matter how many times they've done it, requires a different mindset.

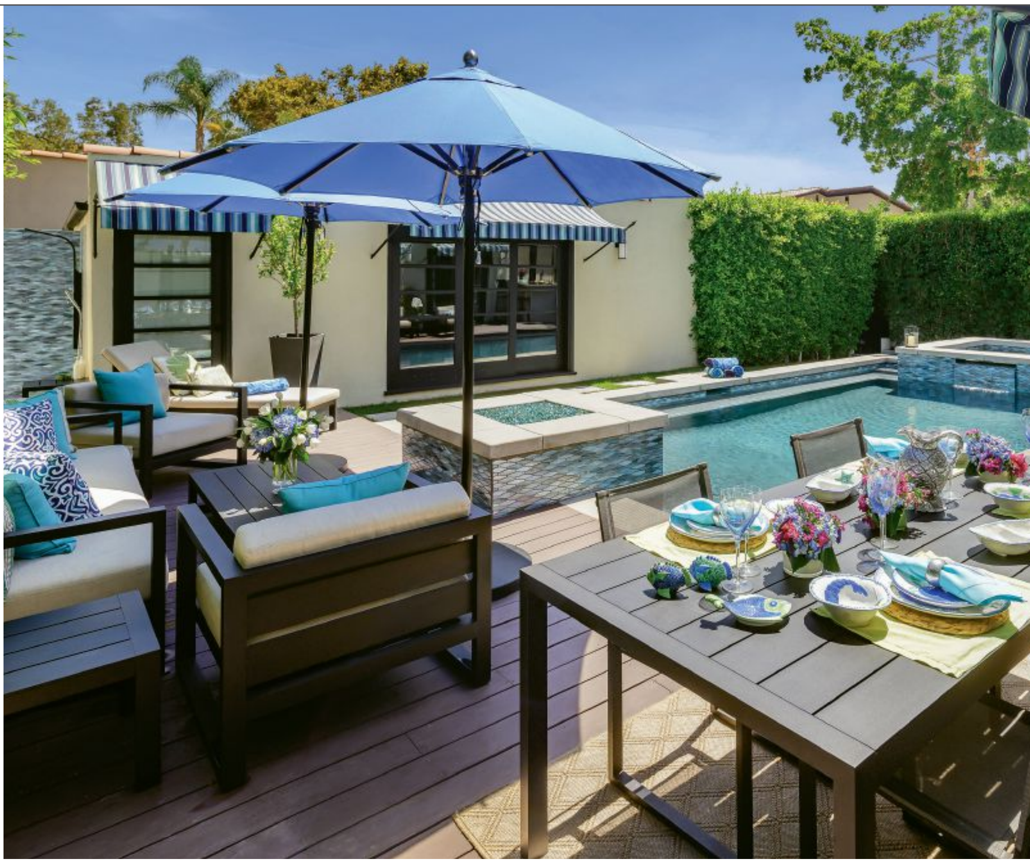
Where indoor spaces come with inherent limitations—namely door openings, bump-outs and closets—outdoor spaces are often bigger, lacking any limitations at all. An open expanse of trees and grass can be tough to wrap your head around.

Christopher Grubb, an interior designer well-known for award-winning kitchens and baths, recently took on this outdoor living project and then entered it into the 2020 *Qualified Remodeler* Master Design Awards, where he came away a winner with a silver award in that category.

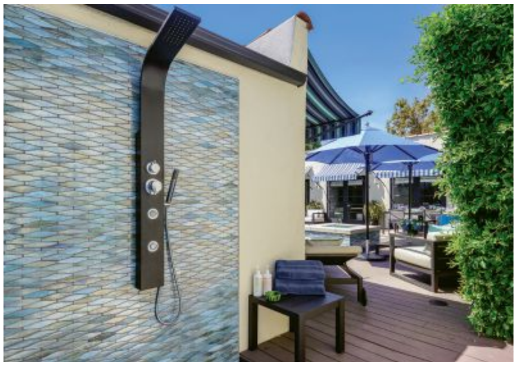
The outdoor project came about because a long-time client asked Grubb, owner of Arch-Interiors

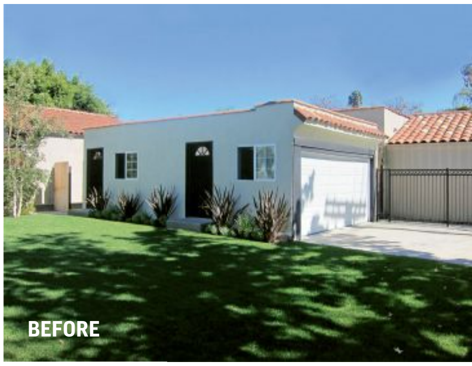
Photos: Chris Miller | imagineimagery.com

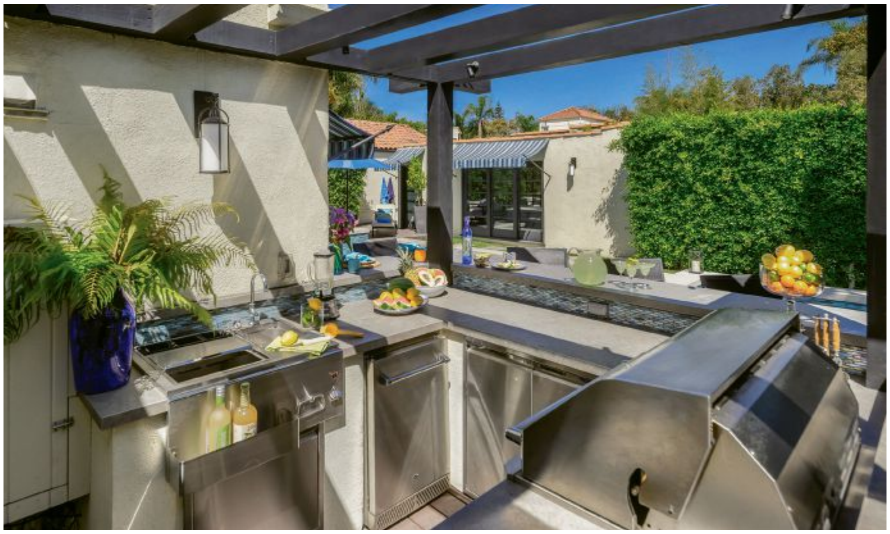




A salt-water pool, hot tub, patio, outdoor kitchen and an outdoor shower fit well in this 1,705-square-foot yard. A fire pit anchors one end of the pool for dining and sitting. A full kitchen-bar under the trellis is tucked aside the main house.





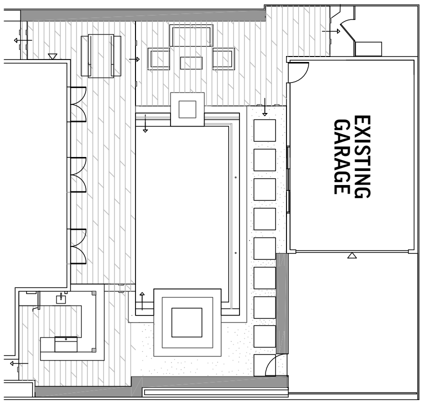


Design Group Inc. of Beverly Hills, California, to fully program the yard of his home, located in the Hancock Park section of Los Angeles. Grubb said its space limitations aided the decision making and helped everything flow.

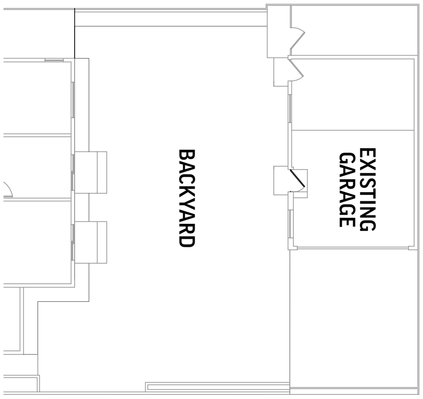
"Like any project, we first determine the client's inspiration," Grubb says. "At that point, it really starts solidifying: 'I can fit in this and this, but how can I make the rest of his wish list happen when we really don't have enough space?' I felt that it would be important to have a mix of hard surfaces and soft surfaces with greenery interspersed, instead of an all-concrete solution. From that perspective, the project was exciting and fun. Outdoor living is a whole different part of your brain from a design standpoint."

The Program and Solution

Previously, Grubb's design team remodeled the home's interior spaces, including a room that came to be known as "the pool room" with French doors facing the yard. The client's goal, he says, was to create the ultimate oasis—a salt-water swimming pool, hot tub, fire pit, shower, outdoor bar and kitchen, and space for lounging, sitting and dining.



AFTER



BEFORE

MAJOR PRODUCTS USED

Countertop: Dekton and Resysta
Sink: Twin Eagles
Faucet: Twin Eagles
Refrigerator: Delta Heat
Decking: Resysta
Awning Fabric: Sunbrella
Pool and Shower Tile: Lunada Bay Tile
Sconces: Murray Feiss
Appliances: Twin Eagles
Glass pieces in fire feature: American Fire Glass
Drain Cover: California Faucets StyleDrain by Christopher Grubb
Shower: Signature Hardware
Barstools: Trex Outdoor Furniture
Furniture: Restoration Hardware
Decorative Pillows: RAGS
Beach Ball Fabric: Romo
Planters: All Modern
Lighting: Core Lighting
Awning Fabrication: Marine Awning
Pool and Landscape Contractor: Steve Shea

The client also sought a space filled with shades of green and blue. To get everything into 1,705 square feet, the first step was to put everything on the same plane, so there was no step down from the house. Dirt from the pool excavation was utilized to achieve this result.

For the kitchen, the owner wanted refrigeration, grill, sink, food preparation area and a bar. Grubb concealed an existing electrical behind a cabinet and arranged appliances for ease of use. A trellis and pergola helped define the space. Extensive LED task lighting allows for cooking after dark.

Green and blue tile was used throughout the pool, jacuzzi, shower and even along the kitchen backsplash. With so many elements to incorporate, there was less space for the landscape elements the client requested. A row of hedges completes a quadrangle and create privacy. Grass was planted around large, square stepping-stones that lead to the hot tub.

The decking material is made with Resysta, a mixture of rice husks, common salt and mineral oil. Containing no wood at all, Resysta makes use of an abundant byproduct of rice farming. Thus, producing the material doesn't contribute to deforestation. It's a LEED-certified material that is 100 percent recyclable. Unlike wood, Resysta is water-resistant and will not crack or splinter, resulting in a much longer life span. QR

Five Ways to Make the Most of Small Yards

The trend toward more design-and-build outdoor rooms has many drivers. One is a motivation by owners with small houses to expand their living spaces. But often, those yards are small "postage stamps" as well. The project designed by Arch-Interiors Design Group is a good case study. But as every designer knows, there are ways to make small spaces feel bigger.

1. Create Zones. The Arch-Interiors project is highly programmed. Each element has a defined space. The kitchen-bar is offset by its seating area and trellis. The dining and sitting area is defined by the decking and surrounding greenery. The hot tub is its own zone, as is the fire pit.

2. A Mix of Soft and Hardscapes. Arch-Interiors principal Christopher Grubb emphasizes this point in this project. Small bits of lawn surround a paving-stone walkway near the garage. There is a good blend of Resysta rice-fiber decking along with tile and concrete. Vertical greenery behind the seating area and used as a wall-buffer with the parking-pads aid in creating this mix of soft and hard surfaces.

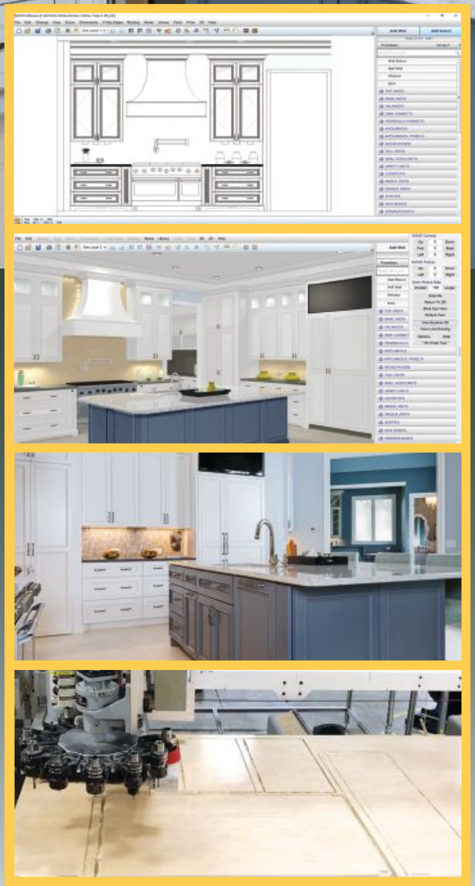
Photo: sRagnar Fotografi sRagnar.com

This retaining wall, built by Keith Zars Pools, is a good way to expand yards constrained by slopes.

3. Multiple Focal Points. Good designers have learned to always incorporate focal points in their designs. Arch-Interiors' design for the 1,705-square-foot yard includes many: the trellis over the kitchen-bar, the bank of French doors into the main house, and the seating area around the fire pit are among the many focal points utilized in this yard.

4. Accent Lighting. Night photos of the project are not shown, but lighting was a key consideration, Grubb says. Accent lighting on green elements and in seating areas helps define and create multiple zones, even within a small yard. The kitchen-bar incorporates many LEDs to serve as needed task-lighting for cooking as well as to highlight its massing within the yard.

5. Retaining Walls. The adjacent photo of a different outdoor living project shows how retaining walls add space in yards where the ground slopes steeply away from the home. This Master Design Award winning project by Keith Zars Pools demonstrates how a very small space can be expanded with the addition of a retaining wall. In this case, it extends the yard with a pool. QR



INNOVATIVE SOLUTIONS

EMPOWERING CABINET MAKERS TO SUCCEED

Bring your custom designs to life using versatile software solutions to power through today's challenges.

Features include direct-ordering and machining of your boxes – with doors, drawers, handles and hinges (optional) – straight from your 3D designs – through Cabinotch Innovative Solutions. No third-party software required.

And that's not all. You can rent this intuitive software by the month – just when you need it – with the ability to design and generate proposals, 2D and 3D multiprints, cut lists, door and drawer lists, elevations, floorplans and more. We also include live phone support at no extra charge. You won't find a better leg up in the industry.

Power your success at KCDsoftware.com

cabinotch
innovative solutions

KCD Software

Software You Can Build On.™
KCDsoftware.com | 508.760.1140

COLONY POINT HOUSE OF DISTINCTION (ABOVE) WAS DESIGNED IN KCD SOFTWARE AND SENT DIRECTLY TO CABINOTCH INNOVATIVE SOLUTIONS FOR MACHINING, HARDWARE, DOORS AND DRAWERS.

For more info circle 56

Photos: SunPower Corp.

How to Offer Solar Power

Delivering solar for clients requires deep product knowledge and real skill. The best option for most remodelers? Partner with a specialist. The Neil Kelly Company chose to buy a solar company.

by Patrick L. O'Toole

EIGHT years ago, Tom Kelly, owner of the Neil Kelly Company in Portland, Oregon, diversified his business by acquiring another local company.

There is nothing remarkable about this. Many remodelers go out and acquire a handyman firm to complement their full-service or design-build business. Or they might launch a specialty contracting business by signing on with a home improvement dealer or franchise organization. But by purchasing Mr. Sun Solar, Kelly was venturing into very unusual remodeling terrain: a full-service solar design-build firm.

The context of Kelly's acquisition is important to remember. Back in 2013, the country was still rebounding from the Great Recession. One key to the recovery for remodelers were funds made available through ARRA—the American Recovery and Reinvestment Act of 2009. Though the amounts may seem small in comparison to 2020's $2 trillion CAREs Act, ARRA provided $5 billion for weatherizing homes. For example, there was $400 million for the Geothermal Technologies Program. In addition, ARRA authorized a 30 percent tax credit for investments in advanced energy manufacturing programs.

All of these incentives, including many offered at the state and local level, were layered on top of an existing 30 percent tax credit for the installation of residential and commercial solar panel systems as part of the 2005 Energy Policy Act. Today, that tax credit is phasing out. In March, the credit went from 30 percent of the cost of a solar system installation down to 26 percent. In 2021, it goes down to 22 percent before being phased out entirely.

It was into this environment in 2013 that Kelly purchased Mr. Sun Solar and merged it into his family's industry-leading remodeling company, which was founded by his father in 1947. Direct mail and other lead-gen programs worked well for the company's new solar division, helping Neil Kelly prosper during a time when other remodelers were chasing smaller jobs. The average cost of a photovoltaic residential solar system is in the range of $15,000 to $25,000 with a customary margin.

A Maturing Market for Services

Today, Neil Kelly's solar division is managed by Jenn Harbick, who wears many hats with the company. Officially she is GM of the company's handyman services division. The solar group is comprised of approximately a dozen staffers including a team of three design consultants and green building specialists. Importantly, the group includes the services of a full-time electrician.

According to Harbick and senior design consultant and green-building specialist Troy Zdzieblowski, the company's solar business takes an approach that fully reflects the company's remodeling heritage and remodeling process. Serious inquiries get scheduled for a needs-analysis appointment where potential clients provide information about all aspects of the home's performance.

The right solution for a customer often requires energy-efficiency upgrades, such as new windows, air sealing and insulation, before the correct solar panel system can be designed for a given home. In addition, there are engineering calculations to ensure that the roof of the home can support the weight of the panels. Naturally, all aspects of this type of job are handled by the full range of staff within Neil Kelly.

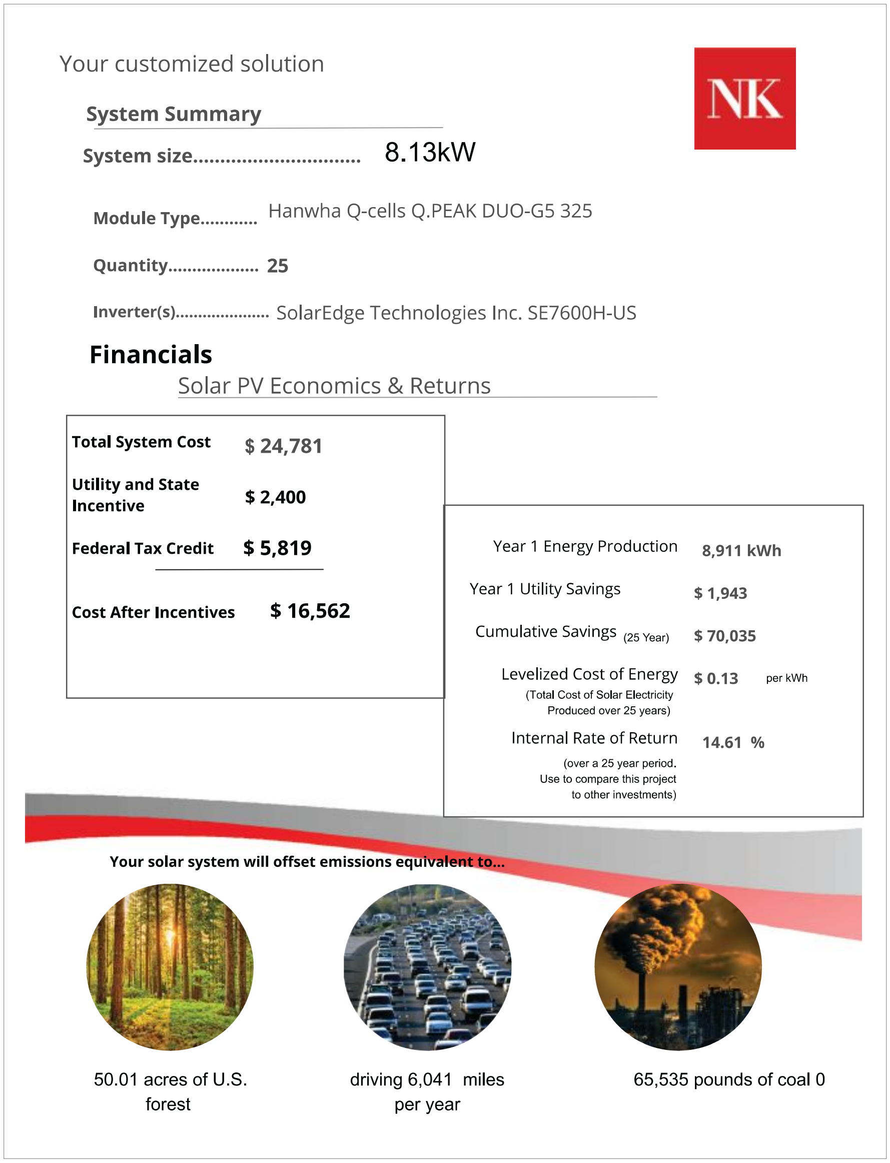
Harbick cited the example of a 1907 vintage craftsman bungalow that underwent a complete energy upgrade from the company and is now featured in the Portland area's net-zero tour of homes. Zdzieblowski, who sold and managed the project, said the solution was particularly interesting because the home represents a very common type of housing found in the city of Portland and because the home is 113 years old. The example showed what may ultimately be possible toward reducing the energy consumption of a region if repeated to

Jenn Harbick
Neil Kelly Co. | Solar

Troy Zdzieblowski
Neil Kelly Co. | Solar

Photos: SunPower Corp.

SUNPOWER solar arrays installed in residential settings (at left and on opposite page).
Circle 1 on inquiry card



Your customized solution

System Summary

System size.............................. 8.13kW

Module Type........... Hanwha Q-cells Q.PEAK DUO-G5 325

Quantity.................. 25

Inverter(s).................... SolarEdge Technologies Inc. SE7600H-US

Financials

Solar PV Economics & Returns

Total System Cost	$ 24,781
Utility and State Incentive	$ 2,400
Federal Tax Credit	$ 5,819
Cost After Incentives	$ 16,562

Year 1 Energy Production	8,911 kWh
Year 1 Utility Savings	$ 1,943
Cumulative Savings (25 Year)	$ 70,035
Levelized Cost of Energy (Total Cost of Solar Electricity Produced over 25 years)	$ 0.13 per kWh
Internal Rate of Return (over a 25 year period. Use to compare this project to other investments)	14.61 %

Your solar system will offset emissions equivalent to...

50.01 acres of U.S. forest

driving 6,041 miles per year

65,535 pounds of coal 0

The key document in any solar proposal is the one that calculates payback over time. This solution offers an IRR better than most investments.

thousands of other homes like it.

"We installed roofing and siding. We built a porch," says Zdzieblowski, emphasizing the wide scope-of-work. "The owner had already upgraded the windows and had installed ductless heat pumps, so we sealed the home, put in a heat-pump water heater and removed a gas furnace. Then we upgraded the electrical system.

"So it's a 1907 net-zero home, which we're starting to achieve more and more as the solar panels get more robust. So, as the quality of efficiency upgrades improve, and we put those together with solar, we can pretty commonly design a lot of old bungalows to be essentially net zero, and they're 120 years old."

In 2019, the firm sold and installed approximately 27 solar projects, Harbick says; then, entering 2020, the division pushed hard to complete a rush of projects before the federal government's March 31 deadline to take advantage of the full 30 percent tax credit, before it went down to 26 percent.

Talking with Zdzieblowski, who has eight years of experience designing and selling residential solar systems, is like speaking with a walking encyclopedia of solar knowledge. For the typical qualified remodeler, there's already so much to know in order to be a successful general contractor. Layering on the required knowledge to be a licensed solar firm dramatically increases the complexity of offering solar services.

Zdzieblowski utilizes a popular solar sales-and-design software offered by Aurora Solar Inc. Today, a typical system will involve myriad considerations—from which direction a given roof faces, to decisions about offering battery backup and the best type of PV (photovoltaic) panels for a given set of conditions and client goals. There are selections to be made for everything from the best type of electrical inverters to use to the most efficient batteries to buy. In addition, there is an alphabet soup of solar acronyms that refer to a number of relevant codes and regulations.

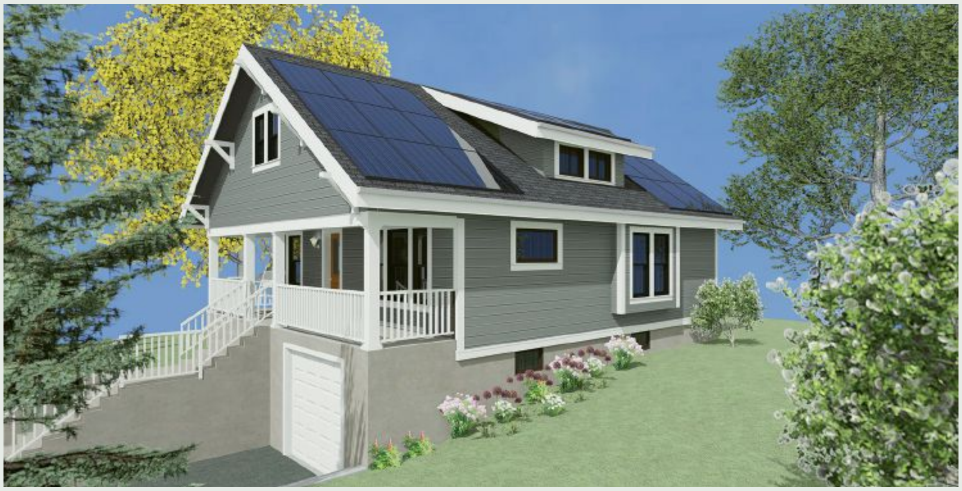
Top Firms for Partnering

Trade magazine *Solar Power World* is a good place to start your search for a local, regional or national residential solar provider. They publish a list of the largest residential contractors in the solar space, complete with links to websites and contact information. You can go to solarpowerworldonline.com to search this list. You can also search by state, so the site is worth a visit if you are just getting started.

The top residential firms for 2020 in terms of DC kilowatts installed in 2019 are: Momentum Solar, based in New Jersey; Trinity Solar, also based in New Jersey; Titan Solar Power in Arizona; ACE Solar, based in Massachusetts; and Sunpro Solar, based in Louisiana.

In conversations with three solar residential contractors, two said they are open to relationships with remodeling contractors. One said they prefer to stick with their 'owned' lead sources. All agreed that most remodeling contractors should simply refer solar inquiries to a firm they can trust will be responsive. And it goes without saying that achieving the level of coordination achieved between the solar and remodeling divisions within the Neil Kelly company would take months, if not years.

Tesla's SolarCity division made a big splash by launching three different types of PV solar shingles in the fall of 2018. When installed in conjunction with a Tesla Powerwall, the shingles offer a unique vision of solar energy powering homes and electric vehicles, like the ones built by the parent company.



Photos: Troy Zdzieblowski

Can a 1907 Bungalow Achieve Net-Zero? Yes.

Installing a costly solar array on a home—one that is otherwise leaky and inefficient—does not make much sense. That is why remodelers with training in air sealing, insulation and other green-building techniques are vital to any residential solar solution. That is also why the specification of a certain number and kind of solar panels should only come after the overall condition of a home is understood. Successful solar arrays work well and pay back faster when a cost-benefit analysis considers the gains offered by an air-sealing program, insulation and even new windows, doors and siding.

A recently completed solar project by The Neil Kelly Company is a perfect case in point. Trained in green building and certified in solar design, Troy Zdzieblowski sold a project that included a number of building upgrades prior to the installation of solar panels and a battery system. In the end, energy calculations on the project proved the home's annual renewable energy generation exceeded the amount of energy it consumed. This fits the U.S. Department of Energy's definition of a ZEB, a zero-energy building.

The fact that the net-zero benchmark was achieved on a pre-war, stick-built, Craftsman bungalow enhanced the achievement. Its age and construction are a proxy for tens of thousands of similar structures in Portland and around the country. If cost-effective net-zero goals can be hit on this house, the societal benefits of finding ways to retrofit and upgrade whole swaths of the country become projectable. Aside from the reduced carbon footprint they offer, net-zero homes and buildings often offer greater comfort and resiliency for the owner.

For this project, which is currently featured in the city's tour of net-zero homes, the Neil Kelly team used the Aurora software platform to create an energy model. This along with a 3D rendering of the completed project were part of the proposal accepted by the client. Prior to engaging Neil Kelly, the homeowner had upgraded the home's windows, installed LED lights and replaced a gas furnace with a ductless heat pump. Neil Kelly's solution involved strengthening roof supports in the attic, a new asphalt roof and new fiber-cement siding on top of a layer of moisture-barrier sheathing. They insulated the attic to R-49, the walls to R-15 and floors to R-39. Air sealing was added throughout. Only after these steps was a 7.15 kWh solar system added.

Other features of the upgrade included new 200-amp service with a 240-volt plug to accommodate the homeowner's future electric vehicle. The company removed a deck and created a porch to give the home a bigger yard and more inviting entry.

Photos: Troy Zdzieblowski

An appealing entrance resulted from a deck removal and porch addition to this Portland net-zero home.

A shower that makes you say, WOW!

Dealer opportunities available!
Call 801-655-5230 for more information.
www.sentrelproducts.com

SENTREL BATH SYSTEMS
For more info circle 57
Shower Walls · Shower Bases · Accessories

SOLAR PANEL AND BATTERY MANUFACTURERS

SUNPOWER
More power in real-world conditions
Highest-wattage home solar panels available, period

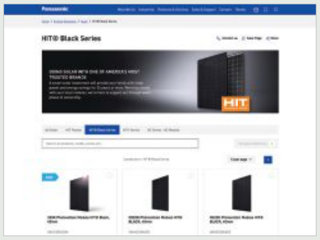
Panels: SunPower

Circle 2 on inquiry card

Revolutionizing Quality, Customer Service and Innovation in North American Solar Technology
COVID-19 Update
Silfab
Industry-Leading Warranty

Panels: Silfab

Circle 3 on inquiry card


Panasonic
HIT® Black Series
HIT

Panels: Panasonic

Circle 4 on inquiry card

LG
Solar
The Home Energy Storage Evolution

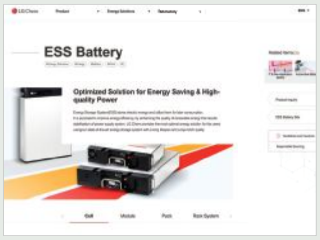
Panels: LG

Circle 5 on inquiry card

Q CELLS
ENGINEERED IN GERMANY,
BEST-IN-CLASS PERFORMANCE
ABOUT Q CELLS

Panels: Hanwha Q.cells

Circle 6 on inquiry card


LG Chem
ESS Battery
Optimized Solution for Energy Saving & High-quality Power

Batteries: LG Chem

Circle 7 on inquiry card

Batteries: Blue Planet Energy

Circle 8 on inquiry card

BYD B-BOX ENERGY STORAGE
PRODUCT DESCRIPTION
PRODUCT FEATURES

Batteries: BYD

Circle 9 on inquiry card

Product-driven websites also offer a good solar education. These sites, all products used by Neil Kelly, each provide clear educational and specification information in order to gain familiarity and understanding.

Yet for all the fanfare, market participants say the leaders in residential solar are mostly firms who have been at it for years, even decades, by continually improving the efficiency and output of the well-known rectangular photovoltaic panels.

For remodelers who still want to get a gauge on commonly used solar panels and batteries, Neil Kelly's Zdzieblowski suggested a starter source list for further research against a wide universe of excellent providers.

A Sample of Solar Panel Manufacturers

Sunpower — Many of their panels are made in Hillsboro, Oregon. Some of the best panels around, Zdzieblowski says. us.sunpower.com/products/solar-panels

Silfab — Made in Washington State and Canada. silfabsolar.com

Hanwha Q.cells — Many good purchasing options, Zdzieblowski says. www.q-cells.us

Panasonic — Good quality panels with good aesthetics. na.panasonic.com/us/energy-solutions/solar/hitr-black-series-0

LG — Good quality panels and options. www.lg.com/us/business/solar

A Sample of Solar Battery Manufacturers

Battery systems have gone from being an add-on just a few years ago to being a key component of a well-design residential solar solution, Zdzieblowski says. They can be designed to back up a single electrical circuit or to power a car, or to back up an entire house.

LG Chem is a leading battery maker by volume globally. The Neil Kelly Company typically installs the RESUH10 battery with Solar Edge inverters, Zdzieblowski says. www.lgchem.com/product

Blue Planet Energy is one of Zdzieblowski's top panel providers. They are a U.S. company based in Hawaii, and "they have one of the best-performing battery systems," he says. blueplanetenergy.com/products/blue-ion2

BYD is another leading battery manufacturer. They offer a good selection of home/solar batteries. en.byd.com/energy/b-box-ess

In terms of inverters, which are a critical part of any solar panel system, SolarEdge (solaredge.com/us) is one of many recommended manufacturers. An inverter is computer hardware device that converts DC power from the solar panels to AC power for use in American homes. QR

HOW TO THRIVE IN A CHANGING ENVIRONMENT

The industry's oldest (since 1962), largest and most successful consulting group

HELPING YOUR BUSINESS IS OUR BUSINESS

Review/audit your business – offering advice, opinions, plans and directions

- - - - -

On-site or remote consulting – Zoom, etc.

- - - - -

Services priced to fit the size and model of your company

SALES – MARKETING

- Up to date scripting for lead intake – re-scripting your sales methods
- Utilizing non-issued, not presented to and presented "not sold" leads
- Virtual methods for both sales and marketing
- Updated hiring, training and retaining methods

FREE confidential 30 min. consult with owners/CEO

ADDRESSING CORE WEAKNESSES

- Pricing methods, controls to ensure profitability of every job
- The "new normal" sales/marketing model
- Reducing marketing costs
- Re-evaluating your personnel and vendor relations
- Increasing/maintaining positive cash flow

Each of our Account Executives has over 20 years of senior management experience.

EPOD

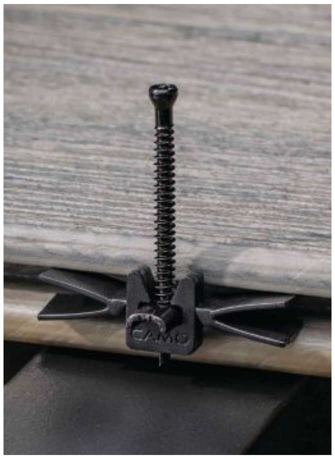
DAVE YOHO ASSOCIATES
Fairfax,VA

Check out our website:

www.DaveYoho.com

Contact us Today! 703-591-2490

What's New



Clip fastens grooved deck board to metal frame

CAMO adds a new clip for metal framing, the CAMP EDGEXMETAL, which can fasten any grooved deck board on a metal substructure. EDGEXMETAL Clips are one-pass fasteners that use the same technology as CAMO EDGEX Clips for wood framing. The wings of the clip fit into the groove of the board—securing it before fastening—and the 304 stainless steel gusset holds the boards down. The key difference between the two clips is the screw: EDGEXMETAL features a drill point screw that engages in less than 2 seconds rather than a self-tapping screw.

Circle 10 on inquiry card

Exterior paint adjusts to temperature extremes

SHERWIN-WILLIAMS presents FlexTemp Exterior Acrylic, an innovative coating with Extreme Temp Technology that can be applied in temperatures ranging from 35°F to 120°F. FlexTemp provides a long-lasting, smooth appearance as well as excellent adhesion without adjusting the application technique, giving professionals more flexibility with their schedules. Available in flat, satin and gloss sheens, the coating can be tinted in VinylSafe paint colors, allowing people to select from a limited number of darker colors formulated to resist warping or buckling when applied to sound stable vinyl siding.

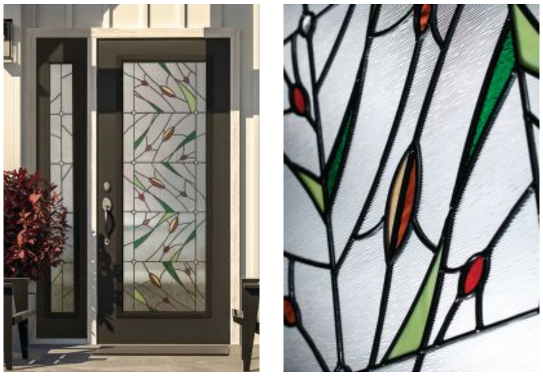
Sherwin Williams
FlexTemp
APPLIES SMOOTHLY IN HEAT AND COLD
EXTERIOR ACRYLIC LATEX
LIFETIME LIMITED WARRANTY

Circle 11 on inquiry card

Quartz surfacing tailored to needs of designers

CAMBRIA and consulting firm Gensler collaborate to introduce The Coordinates Collection by Cambria. The collection consists of 14 high-performing quartz designs fit for both commercial and residential applications, all of them designed to coordinate effortlessly together and created around the Natural Colour System (NCS). NCS is a scientifically based color system that allows for accurate cross-industrial color communication. The collection draws from six NCS colors: two shades of white; three shades of light, medium, and dark charcoal gray; and one shade of black.

Circle 12 on inquiry card



Doorglass features clean lines, subtle color pops

ODL unveils the latest addition of contemporary style doorglass in Salix, which brings nature to the heart of the entryway. Salix has clear, single-faceted jewels along the sides of the doorlight, and streamed glass gives it a high privacy rating. Chartreuse marble glass, emerald green rain glass and ruby red softwave are all set in place with dark patina caming. Although it is a modern design, it is simple enough to pair well with any type of home exterior, from brick and stone to siding and shiplap.

Circle 13 on inquiry card

Sanding attachment adapts to any kind of edge

FESTOOL USA grants professional woodworkers, trim carpenters and painters precise control with its new Edge Sanding Guide. No matter if the edge is straight, curved, square, angled, painted or unfinished, the Edge Sanding Guide reduces tipping and excess sanding for consistent finishes every time. It has a range of angle settings that allow for adjustments without the need for a tool and, while in place, still allows for quick changing of abrasives when attached to the sander.

Circle 14 on inquiry card

Versatile downlights improve energy efficiency

KICHLER LIGHTING Direct-to-Ceiling LED Downlights offer a sleek and flush-to-the-ceiling look with style versatility, energy efficiency, easy installation and placement flexibility. Backed by a five-year limited warranty, the downlights are equipped with a tethered driver and snap-in clips, eliminating the need for a mounted junction box. They are also dimmable and airtight and can be used in contact with insulation. The entire line is Title 24, Energy Star FCC Part 15B compliant and cETLus safety rated for wet (Slim, Recessed) or damp (Gimbal) locations.

Circle 15 on inquiry card

Insulation blower provides power, portability

CertainTeed
Machine Works
BOLT 3

CERTAINTEED Machine Works debuts the BOLTTM 3 Insulation Blowing Machine, a powerful and portable high-capacity, electric insulation blower capable of quickly tackling both fiberglass and cellulose installations. With a 25-cubic-foot hopper, 66 percent more loading capacity than most mid-size commercial insulation blowers, and a powerful blow rate (24 pounds per minute for cellulose and 14 pounds per minute for fiberglass), BOLT 3 is capable of handling the tough jobs, yet slender enough to easily clear a standard 36-inch doorway.

Circle 16 on inquiry card

Wall patches offer permanent repair solution

DAP
ECLIPSE
RAPID WALL REPAIR PATCH
REMOVE AFTER FIRST COAT OF PAINT

DAP makes completing repairs fast and easy for anyone with its innovative Eclipse Rapid Wall Repair Patches. Developed to solve the most frequent drywall repair frustrations faced by pros and DIYers, Eclipse is a specially formulated all-in-one drywall repair solution that requires no spackling, sanding or additional tools for a completely mess-free repair. Users simply patch the damage, and it is ready to paint immediately, allowing projects to be finished in just minutes, not hours or days. **Circle 17 on inquiry card**

Electric water heater delivers instantaneous hot water

BOSCH THERMOTECHNOLOGY announces the Bosch Tronic 3000, a series of electric instantaneous water heaters that minimize wait time for hot water in light commercial applications. The series includes four new models and marks the first step towards Bosch's plan for a dynamic, electric instantaneous water heater portfolio. It is flow activated and—depending on the unit—can be triggered with as little as 0.3 to 0.7 gpm. The unit conserves energy by automatically shutting off when the water flow ceases.

Circle 18 on inquiry card

Finish keeps door hardware cleaner for longer

BALDWIN HARDWARE launches a new matte black finish featuring Microban technology on seven products in its Spyglass Collection. Spyglass handlesets, levers, and deadbolts with SmartKey Security are now available in a rich, bold and dramatic matte black finish. The flat texture and charcoal color come with a layer of antimicrobial product protection built into the coating. On a typical, unprotected doorknob or lock, stains and odor-causing bacteria can double in number every 20 minutes.

Circle 19 on inquiry card

What's New

ROCKWOOL
COMFORTBATT
R13
R21
R38

Insulation increases sound absorption, durability

ROCKWOOL extends its Comfortbatt line with products available in several new R-values–R13/R21/R38–designed to provide customers with more options. Now contractors, designers and installers have additional possibilities when it comes to insulation for thermal and sound applications. In addition, the manufacturer has released AFB for wood stud applications–an acoustical fire batt that is now available in new dimensions designed for wood stud cavities. Comfortbatt and AFB are non-combustible and resist temperatures up to 2,150˚F. **Circle 20 on inquiry card**

BUILD FASTER

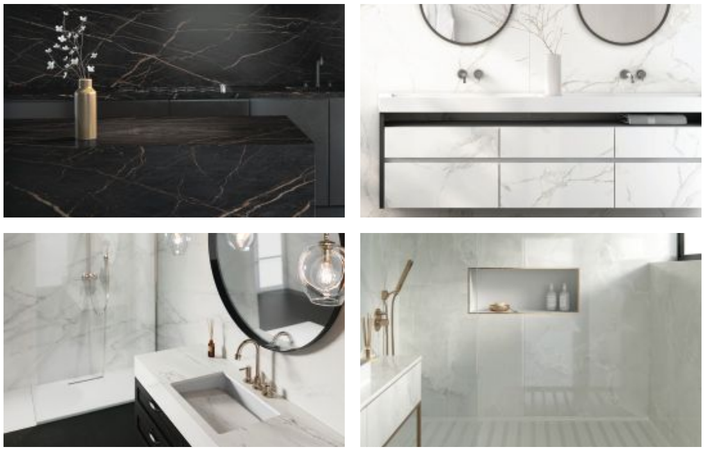
with Composite Post Footings

FootingPad® brand post footings mean you can start building without mixing and waiting for concrete to cure. Over 300,000 in use for deck and post frame construction. Extensively tested and IRC/IBC code compliant (ESR 2147). Available in 5 sizes with a maximum load capacity of over 9,300 lbs! Works with Perma-Column® (ESR 4237) and wood posts!

FOOTINGPAD COMPOSITE FOOTING SYSTEM

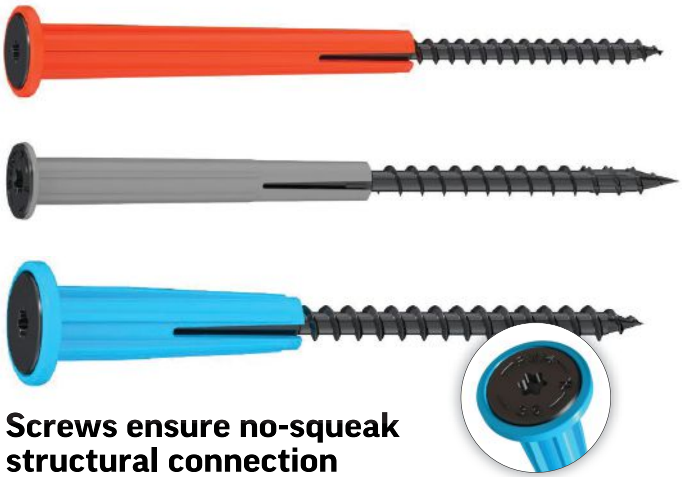
footingpad.com

For more info circle 58



Four hues extend palette for ultra-thin surface

COSENTINO expands its color offering for Dekton Slim, a large-format surface with an ultra-thin 4-mm thickness. The new colors include Helena, Laurent and Rem from the recently launched Dekton 2020 Collection, as well as Aura 15, a luminary from the Natural Collection. The latest additions bring the Dekton Slim offering to a total of 20 contemporary colors, further expanding the potential applications for the material, which can offer new solutions for projects demanding high-performance while boasting easy installation. **Circle 21 on inquiry card**



Screws ensure no-squeak structural connection

SIMPSON STRONG-TIE designs its new Strong-Drive SDPW Deflector screw line of fasteners to connect non-load-bearing, full-height partition wall top plates to trusses or joists while allowing for vertical movement without associated connector squeaks. Featuring an innovative polymer sleeve, the SDPW creates a strong connection that provides both lateral resistance and the ability for walls to deflect with the truss or joist. The sleeve eliminates costly callbacks associated with squeaks from metal-on-metal connections between walls, top plates and joists; SDPW Deflector screws also will not split I-joists when installed as directed. **Circle 22 on inquiry card**

BEST business **DECISION** you'll **EVER** make.

Join NARI's $326 Billion Residential Remodeling Industry.

Network with the industry at the National and Chapter levels. **Learn** at NARI University, advance your craft and expand your business knowledge. **Get recognized** for excellence within the remodeling industry.

NARI®
NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY
Remodeling Done Right.™

Remodeling Done Right.™

JOIN TODAY! Become a member at NARI.org.

Bath

Spa shower delivers better coverage with less water

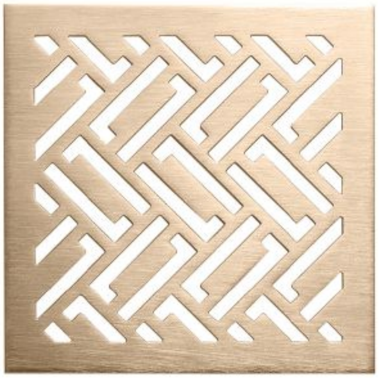
MOEN collaborates with Nebia, a Silicon Valley-based startup, to launch the Nebia by Moen spa shower. Engineered for optimal warmth, rinsing and body coverage, Nebia by Moen provides a superior shower experience through atomization, which is the process of breaking up water into tiny droplets. The patented spray technology creates the sensation of more water while actually using 45 percent less. This means each water drop works harder to get users clean and refreshed.

Circle 23 on inquiry card

Drain provides finishing touch for variety of decor

CALIFORNIA FAUCETS infuses style into the bathroom with its Roxbury StyleDrain, the third of four styles by award-winning Beverly Hills interior designer Christopher Grubb. Featuring an abstract zigzag pattern that brings a bold sense of personality into the shower, Roxbury becomes a focal point. Made of solid brass, it has no visible or protruding screws, making the drain comfortable to stand on. Its durable construction also means the drain will not bend or give out underfoot.

Circle 24 on inquiry card



Collection furnishes bath with versatile design

DELTA FAUCET debuts the Kayra Bath Collection, a transitional style that adds distinctive design to any bathroom. To further elevate a space, the collection offers functional features such as a pull-down spray wand for easy cleaning and classic finish options. It also includes multi-setting H2Okinetic Technology and In2ition Two-in-One Shower options, allowing for integrated shower head and hand shower functionality while controlling the speed, movement and droplet size of the water to deliver the feeling of more water while using less.

Circle 25 on inquiry card

Frameless shower hinges handle heavy glass doors

CRL, a one-stop-shop for architectural metals, glass fittings and professional glazing supplies, introduces two contemporary hinges for frameless shower enclosures: the Palermo Series and the Scala Series. The versatile offerings provide innovative designs supported by robust construction to handle heavy glass doors. They offer superior quality and premium finishes—including matte black, polished chrome, polished nickel, brushed nickel and brass. The hinges are well-suited for residential, multifamily and hospitality applications.

Circle 26 on inquiry card

Fixtures bring free-flowing silhouettes to bathroom

ISENBERG offers an intriguing blend of structure and ease with the Serie 260 Collection, created in its design lab. The base of the faucet is softly curved with graceful lines inspired by flowing water, while the flat spout is elegant in its geometric simplicity. The overall effect pairs organic natural shapes with a contemporary sophistication. Serie 260 faucets are available as single-hole or wide-spread with sleek handles that add interest and echo the minimalist vibe of the spout.

Circle 27 on inquiry card

WE ARE
NAHB REMODELERS

Elliott Pike, CAPS, CGR, is always looking for ways to make the remodeling company he began in 2008 better. That's why he relies heavily on the resources available to him through his **NAHB Remodelers** membership.

Elliott develops relationships with other remodelers and trade partners in his community and across the country with whom he exchanges business ideas, calls for referrals and expands his industry knowledge.

> **"THE DAY THAT WE STOP TRYING TO IMPROVE IS THE DAY WE START TO DIE AS A BUSINESS."**
>
> *Elliott Pike, CAPS, CGR*
> *ELM Construction LLC*

Join NAHB Remodelers and maximize YOUR business profitability, efficiency and expertise.

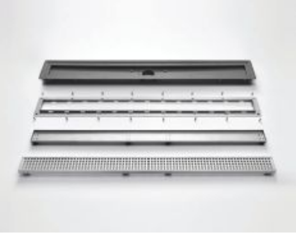
nahb.org/whynahbr

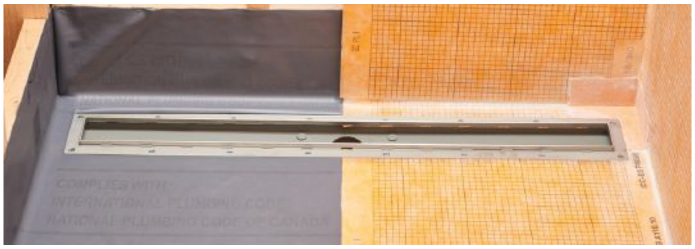
Photo Courtesy of Melissa Garrison

NAHB
National Association of Home Builders
NAHB Remodelers
WE ARE NAHB.
WELCOME HOME.

Remodelers' Choice

The following products received the most pageviews on QualifiedRemodeler.com during the month of August:





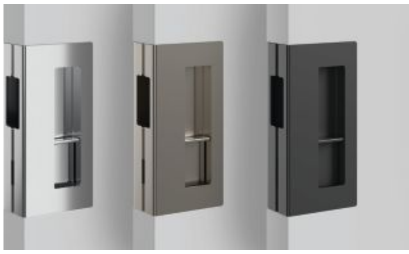
INFINITY DRAIN

Infinity Drain continues to simplify barrier-free bathroom design with its Universal Infinity Drain linear drain, which is compatible with most types of waterproofing methods. The convenient universal kit features a pitched channel with a clamping collar and the choice of a tile insert frame or square-pattern grate.

Designed to adhere to both traditional and modern waterproofing techniques, the Universal Infinity Drain's channel allows traditional membranes such as vinyl or Chloraloy to be mechanically fastened to the drain channel. Alternatively, modern installation methods that incorporate a bonded waterproofing method like liquid membrane or fabric sheet will adhere to the 1-inch channel flange.

For more information, visit www.infinitydrain.com or circle 28 on inquiry card.

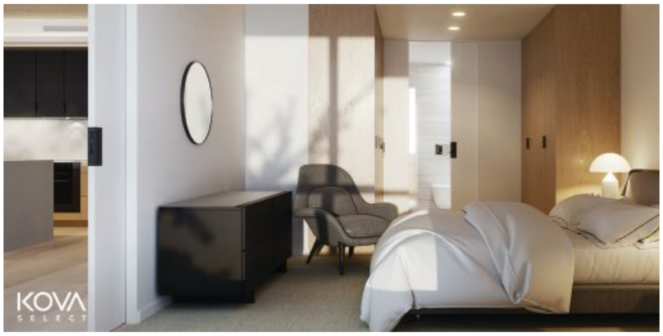
KOVA



KOVA debuts a re-engineered pocket door hardware option that easily retrofits on a traditional pocket door handle cutout. Available as part of the KOVA SELECT line, the lock is one element of a completely optimized pocket door hardware assembly system that includes a more robust frame kit and a high-quality soft-close track.

The KOVA SELECT Pocket Door Hardware is available as a non-locking passage handle or as a privacy handle for integration into spaces requiring a locking option. A key feature of the hardware is its patent-pending linear-actuated latch, which slides vertically so locking the system requires no tight grasping, pinching or twisting of the wrist. The latch is also ADA compliant.

For more information, visit www.kovaproducts.com or circle 29 on inquiry card.



ALSIDE

Alside launches the ASCEND Composite Cladding System, a first-of-its-kind solution that brings together beauty, simple installation and a low total installed cost to create compelling value.

With tall exposures and the deeply grained look of real wood, ASCEND captures the high-end aesthetics that today's homeowners demand. Available in an array of 20 fade-resistant colors, its virtually maintenance-free finish is backed by a lifetime limited warranty. The design enables quicker and easier installation than that of fiber cement, engineered wood and other composite panels, as it is installed in fewer steps and doesn't require specialized equipment. It can even be installed by fewer laborers working at a time.

For more information, visit www.alside.com or circle 30 on inquiry card.

A GOOD EDUCATION STARTS
WITH A SOLID FOUNDATION

The National Remodeling Foundation Scholarship Fund could give you up to $2,000 for your education!

Our mission is to provide support to people who wish to advance their professionalism through education in fields related to the remodeling industry.

EDUCATION SCHOLARSHIPS WILL BE AWARDED TO PEOPLE WHO

A. Demonstrate a commitment to the remodeling industry,

B. Show academic leadership and

C. Are in need of assistance

Scholarships available for post-secondary remodeling industry training and education, or NARI, NKBA, NAHB/NAHB Remodelers, CAE and other industry Certifications.

NATIONAL REMODELING
NRF
FOUNDATION

The NRF is a not-for-profit 501 (c)(3)organization.

For more information and to download an application visit:
www.nationalremodelingfoundation.org
Contact us: 847-477-6586

For information circle inquiry numbers on the reader service card and mail or fax it back to *QR*. You also can request more information NOW using our online reader service: QualifiedRemodeler.com/magazines then click on E-INQUIRY.

ADVERTISER	CIRCLE NO.	PAGE NO.
AG-CO	58	66
Dave Yoho Associates		63
Docking Drawer	62	73
Elias Woodwork & Manufacturing Ltd.	64	73
Feeney, Inc.	51	23
Ferguson	41	7
Festool USA	42	9
Fiberon	52, 53	24, 25
Ford Trucks		2
Home Depot	45, 55	13, 53
In-O-Vate Technologies, Inc.	43	10
KCD Software	56	57
Kolbe Windows & Doors	65	75

ADVERTISER	CIRCLE NO.	PAGE NO.
Mark E Industries	44	11
Nationwide Industries / RailFX	66	76
Nationwide Protective Coating Mfgr.	60	73
Pella	54	31
Petersen Aluminum	46, 63	15, 73
ProVia LLC	50	22
Sentrel Bath Systems	57	61
Service Nation Alliance	48	19
SoftPlan Systems Inc.	59	73
Therma-Tru Doors	47	17
WalzCraft Industries	61	73
Wellborn Cabinet, Inc.	40	4-5
ZipWall, LLC	49	21

PRODUCTS	CIRCLE NO.	PAGE NO.
Alside	30	70
Baldwin Hardware	19	65
Blue Planet Energy	8	62
Bosch Thermotechnology	18	65
BYD	9	62
California Faucets	24	68
Cambria	12	64
CAMO	10	64
CertainTeed	16	65
Cosentino	21	66
CRL	26	68
DAP	17	65
Delta Faucet	25	68
Festool USA	14	64
Hanwha Q.cells	6	62

PRODUCTS	CIRCLE NO.	PAGE NO.
Infinity Drain	28	70
Isenberg	27	68
Kichler Lighting	15	65
KOVA	29	70
LG	5	62
LG Chem	7	62
Moen	23	68
ODL	13	64
Panasonic	4	62
ROCKWOOL	20	66
Sherwin-Williams	11	64
Silfab	3	62
Simpson Strong-Tie	22	66
Sunpower	1, 2	59, 62

Qualified Remodeler

SALES

Publisher:
PATRICK O'TOOLE
(847) 440-3000 Ext. 103
Patrick@SOLAbrands.com

West Sales Manager:
PAUL DEGRANDIS
(847) 440-3000 Ext. 100
Paul@SOLAbrands.com

Midwest Sales Manager:
ZACH STENBERG
(847) 440-3000 Ext. 115
Zach@SOLAbrands.com

East Sales Manager:
DAN MIKLOSZ
(847) 440-3000 Ext. 118
DanM@SOLAbrands.com

Southeast Sales Manager:
DAN AGOSTINACCHIO
(847) 440-3000 Ext. 101
Dan@SOLAbrands.com

National Automotive Sales:
TOM LUTZKE
(630) 484-8040 • Fax: (847) 440-9048
tlutzke@ACBusinessMedia

Product Showcase:
MIKE SERINO
(847) 440-3000 Ext. 102
Mike@SOLAbrands.com

Qualified Remodeler (USPS 353-830, ISSN No. 0098-9207 print, ISSN No. 1948-5656 online). Volume #46, Number 7, September 2020. Published by **SOLA GROUP, INC.**, 1880 Oak Avenue., Suite 350, Evanston, IL 60201; (847) 440-3000. Copyright ©2020 by **Qualified Remodeler**. No part of this publication may be reproduced without written permission from the publisher. **Qualified Remodeler** is published nine times a year. All statements, including product claims, are those of the organizations making the statements or claims. The publisher does not adopt any such statement or claim as his own, and any such statement or claim does not necessarily reflect the opinion of the publisher. One year subscription to nonqualified individuals: $50.00 payable in USA funds; print or digital copy within USA; digital copy only outside USA; valid email address required for digital copy. Single issues available to USA only (prepayment required), $10.00 each. For **subscription information** and address changes, write to: **Qualified Remodeler**, Circulation Dept., P.O. Box 3007, Northbrook, IL 60065-3007, or call **(866) 932-5904**, or email circ.QualifiedRemodeler@omeda.com. Postmaster: Send address changes to **Qualified Remodeler**, Circulation Dept., P.O. Box 3007, Northbrook, IL 60065-3007. Periodicals Postage paid at Evanston, IL and additional mailing offices. Printed in USA.

SOFTPLAN
ARCHITECTURAL DESIGN SOFTWARE

design | 3D | materials lists

subscribe to SoftPlan $95/month

"... you guys got this right, the program is awesome... SoftPlan is the best and I have used them all.." *Andrew Bozeman, Montgomery, AL*

remodel

SoftPlan remodel
kitchens | baths | additions $985

free trial: www.softplan.com or 1-800-248-0164

For more info circle 59

EXCELLENT MILDEW RESISTANCE
100% ACRYLIC
SHINGLE SEALER™
STAIN GUARD TECHNOLOGY
RE-GLUES & SECURES LOOSE SHINGLE GRANULES
7 YEAR WARRANTY
WATERPROOFING CLEAR PROTECTORANT
RESTORE, EXTEND, PRESERVE and REJUVENATE Your ROOF, Any ROOF!
DEALERSHIPS & PRIVATE LABELING AVAILABLE
Over 100 GREEN SAFE PRODUCTS including CERAMIC PAINTS, ROOF & WALL COATINGS and MANY OTHER QUALITY PRODUCTS
1.800.423.7264 941.753.7500
NATIONWIDE PROTECTIVE COATING MANUFACTURERS, INC.
SARASOTA - FLORIDA
GREEN SINCE 1964
www.nationwidecoatings.com
BBB ACCREDITED BUSINESS A+ RATING
Member Since 1997

For more info circle 60

Cabinet Refacing
Products
Custom Cabinet Doors, Drawer Boxes, Moldings, Veneers, & More
Respected Cabinet Refacing Supplier for 35+ years
Training
"Best in Class" hands-on refacing training
Teaches you the necessary skills and four proven refacing methods.
Gain practical experience by refacing kitchens using various materials in our Simulated "In-Home" Training Program.
Learn more at RefacingTraining.com
800-237-1326
WalzCraft.com
WalzCraft
AD RT-3

For more info circle 61

RECHARGE ANY
Home Office
with Docking Drawer
dockingdrawer.com/QR-office (925) 326-6502

For more info circle 62

Memorable Metal
PAC-CLAD
PETERSEN
A CARLISLE COMPANY
CASE STUDY @ PAC-CLAD.COM/TALLAHASSEE-RES

For more info circle 63

Doors, Moldings & Accessories
Custom, Quality, Competatively Priced
- WOOD, THERMOFOIL, LAMINATE & ACRYLIC
- DRAWER BOXES
- CABINET BOXES
- REFACING MATERIAL
- COLOR MATCHING
- SUPERIOR FINISHING
- MUCH MORE!

Elias Woodwork
1-800-665-0623
www.eliaswoodwork.com

For more info circle 64

Greater Appreciation

No. 200 Next Stage Design + Build continues to invest in marketing and technology as home living spaces become even more important.

by Kyle Clapham

AFTER 25 YEARS OF sales and leadership roles in testing and measurement, Jim Kabel got the itch to start a small business. The Southern California native wanted to leave the corporate world and its extensive travel behind, and he figured Silicon Valley would be ripe for home improvement with its aged housing stock. Then he saw an ad looking for new Case Design/Remodeling franchisees.

"I liked the idea of getting a business started within a system of proven processes and tools—and not having to start from scratch," says Kabel, who formed his corporation in 2004 and worked on a business plan while studying for his contractor license. "I didn't come with the perspective of a craftsperson who was trying to go out on their own. I'd been involved in selling, marketing and running a services organization with profit and loss responsibility. I had leadership experience."

> **"I'VE ALWAYS LOOKED AT MARKETING AS A UTILITY."**
>
> Jim Kabel, president/owner

Each year Kabel created a business plan with a three-year window and adjusted it consistently as conditions changed. He also remained careful about the employees he brought into the company as he built a team of people with similar values and ethics. For the first four or five years, Kabel represented the entire marketing department and navigated his firm through the Great Recession.

"We cut back, obviously, because our business shrank by about 50 percent, but I never stopped investing in marketing," he notes. "I've always looked at marketing as a utility. I'm not going to turn the power off and keep the business running, so why would I turn marketing off?

"Even though we had a tremendous number of repeat and referral clients, to be able to grow, we had to constantly find new people who related to our business model and our reputation."

Over 15 years, Kabel increased sales to $8.2 million and became the lone Case franchise west of the Mississippi River. His business partner retired earlier this year and, following amicable talks with the franchise, Kabel rebranded his company as Next Stage Design + Build on June 30. And in spite of COVID-19, lead volume and website traffic are higher than usual at this time of year.

"Initially the county down shut residential construction for about a week and a half; then when the state went into lockdown, they turned it back on and determined it was an essential business," he says. "And then they scaled back and turned us off again. When we were shut down, we weren't able to do any production work. We were able to still meet with clients and continue to work on designs [and] sales opportunities, but there weren't a lot of those opportunities. We had very few leads in March and April."

With so much uncertainty, many clients were not comfortable moving forward on projects, he adds. As lead volume rebounded the last few months, however, the company has encouraged customers to begin the design process as local building departments continue to struggle with demand. A permit application can take months to review, let alone approve, he notes.

"We can complete the design, order and receive the materials, and start the project when clients feel more comfortable—especially if it's a kitchen or bathroom," Kabel explains. "Many families have kids at home and can't dine out, so they need their kitchen. Even if it's out of date, many don't want to do a remodel of that critical space right now.

"We're seeing a shift to larger projects and, strangely enough, we're seeing whole-house projects where the owner's going to move out or hasn't moved in yet," he adds. "Or an addition project or an exterior remodel—we're seeing more of those right now than single kitchens and bathrooms."

JIM KABEL, President and Owner

COMPANY: Next Stage Design + Build

LOCATION: San Jose, Calif.

DESCRIPTION: Design-build remodeler

TOP 500 RANK: No. 200

REMODELING SALES: $8.2 million

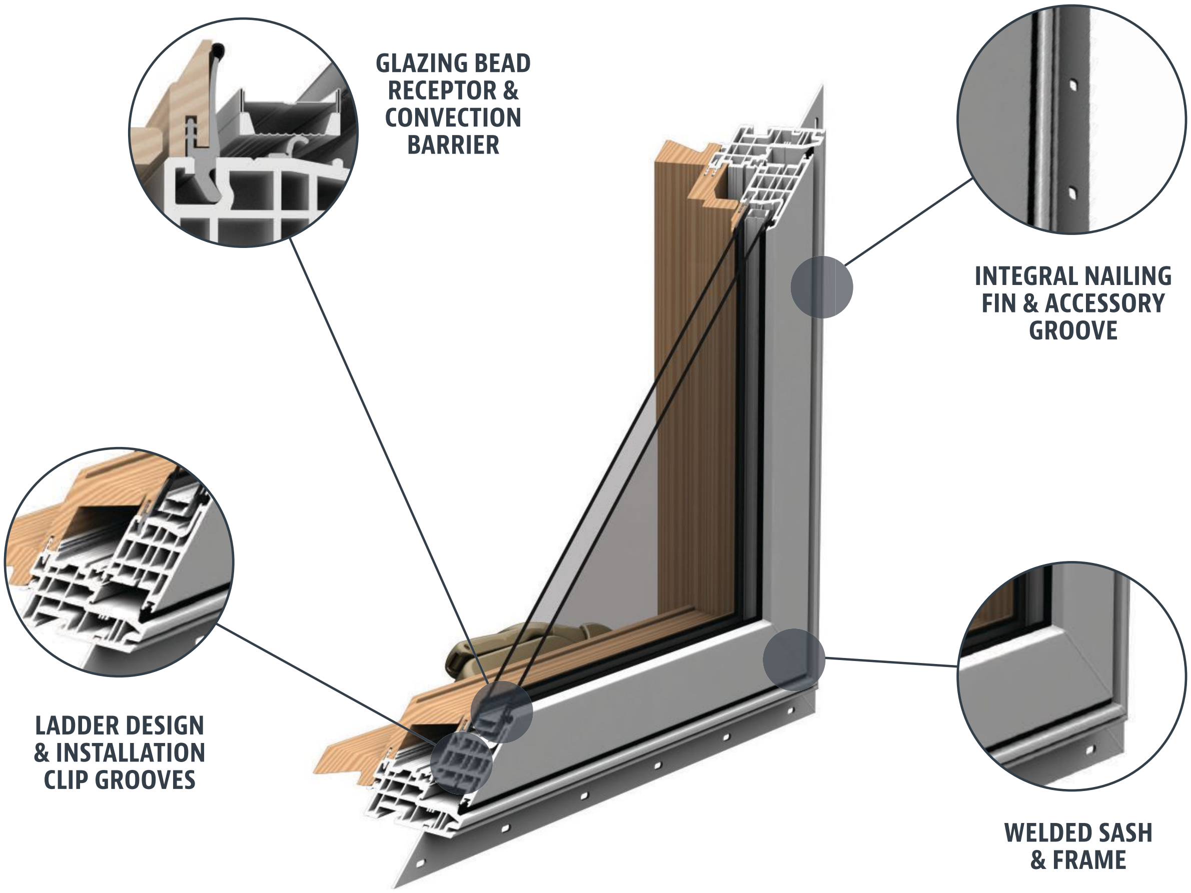
Based on county requirements, the company has to develop an on-site protocol for each job and post it somewhere at the home or leave it in a three-ring binder near the front door. Employees review the document with every client, and Next Stage has been working with a third-party organization in the Bay Area called Diamond Certified to provide an extra level of comfort to homeowners.

In response to COVID-19, Kabel adjusted revenue projections for 2020 from $8.6 million down to $7.4 million. Although the company lost six weeks of income, its recent lead pace has been as good or even better than last year, he notes. Despite all of the challenges, the business remains bullish on California, where low interest rates and little new construction offer opportunities.

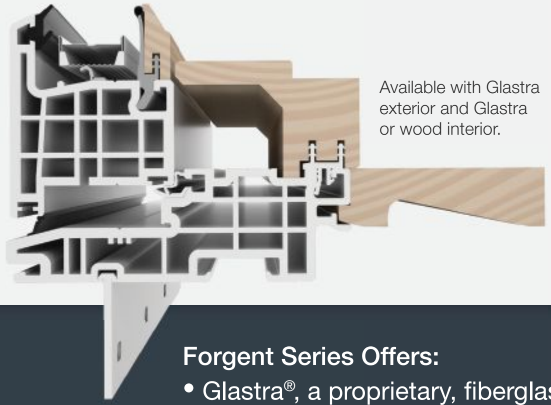
"COVID-19 has created a greater appreciation for home spaces and new ways of how we use those spaces," Kabel says. "We've also been implementing more technology to help simplify, track and eliminate paper and reduce the labor involved in some of our basic tasks, so our people can just focus more on the creativity and craft of what we do." **QR**

FORGENT® SERIES

WE’RE TAKING FIBERGLASS TO A WHOLE NEW LEVEL.


GLAZING BEAD RECEPTOR & CONVECTION BARRIER
INTEGRAL NAILING FIN & ACCESSORY GROOVE
LADDER DESIGN & INSTALLATION CLIP GROOVES
WELDED SASH & FRAME

PROPRIETARY GLASTRA® MATERIAL + UNPRECEDENTED DESIGN = DURABILITY, EFFICIENCY, AND EASY INSTALLATION



Available with Glastra exterior and Glastra or wood interior.

This high-performance product line features proprietary material and thoughtful design, making it simple, convenient and easy to install. Short lead times for projects requiring windows and doors quickly make the Forgent Series a perfect choice for new construction or replacement.

Forgent Series Offers:

- Glastra®, a proprietary, fiberglass-infused material formulated for strength and resilience
- Advanced ladder design with multiple chambers to enhance energy efficiency
- Three convenient installation methods
- Welded sash and frame to prevent air and water infiltration

See the strength of Forgent at **kolbewindows.com/glastra | 800.955.8177**

© 2020 Kolbe & Kolbe Millwork Co., Inc.

KOLBE®
WINDOWS & DOORS
We’re for the visionaries.®

For more info circle 65

Assembly Instructions
Step 1: Open Boxes
RailFX
Step 2: ...

IT'S ALMOST THIS EASY.

Our all-in-one, aluminum railing systems are easy to quote, quick to ship, and a breeze to install. We package everything together into one simple solution. Just open the boxes and relax ... you're covered.

- Pre-drilled posts
- All fittings included
- 48-hour quote turnaround
- 1-2-week lead-time

Learn more about RailFX® at RailFX.net | 206-453-1123

For more info circle 66

RailFX
CABLE • SPECIALTY

Lean on Us.